



RESEARCH ARTICLE

CONTRASTIVE GENRE ANALYSIS OF AMERICAN AND PHILIPPINE DISASTER NEWSPAPER
REPORTS: THE CASE OF SUPERTYPHOON YOLANDA

*John Paul Castillo Vallente

Instructor, Mariano Marcos State University, College of Teacher Education, Philippines

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ABSTRACT

This contrastive genre study applies Martin and White's Appraisal framework, specifically its Attitude subsystem in order to find out if there exist differences between stance patterns exhibited by American and Filipino disaster news writers, and if the manner by which US writers represent Philippines during post-catastrophic events and the way Filipino writers portray the country within similar context vary. Three U.S. daily newspapers and three Philippine broadsheets, which were selected based on readership online rankings, were the sources of data in the study. Data was examined employing critical discourse analysis and descriptive statistics, and qualitative interpretations were based on document investigation of existing relevant literatures and cross-cultural academic articles. Findings of the study revealed that there are differences of stance patterns employed by writers when presenting disaster discourse in print media. Philippine and U.S. newspapers put more emphasis on the categories of Judgment and Appreciation, basically rendering the items classified under Affect almost inconsequential. Moreover, both contexts frequently demonstrate negative attitudes toward the impact of super typhoon Yolanda on people and physical properties, and toward the overall recovery operations undertaken by the government to alleviate the crises experienced by the victims in post-disaster situations. On the other hand, the positive attitudes are associated with how the local community effectively participated in information dissemination and recovery operations—empowering the local government unit (LGU) in times of disaster and crises is certainly a strategic move towards attaining sustainable post-catastrophic interventions.

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INTRODUCTION

Haiyan, a category-five super typhoon named *Yolanda* in the Philippines, is the strongest typhoon that made landfall in recorded history, as reported by Swithern (2013) in Development Initiatives. On November 8, it hit the central part of the country, setting off heavy rains that resulted to extensive flooding and landslides (USAID, 2013). Accordingly, it had affected an estimated 9.7 million Filipinos, and damaged or destroyed approximately 23, 200 properties, including public infrastructures and agricultural lands, across 41 provinces. This large-scale impact which also caused around 10, 000 fatalities congealed its position as the worst natural disaster which had struck the country. Disasters, as defined by Zhang (2010), are powerful events that can have far-reaching social and political ramifications. Due to their socio-political consequences, natural disasters, especially when exceeding documented

historical statistics, have the capability to seize media attention. Joye (2010) asserts that disasters can only become existent via media coverage because 'news media plays an important role in giving publicity and meaning to global suffering, as it is mainly through media reports that the world perceives international risk situations' (p. 254). Moreover, in 2009, Cottle opined that how the news media constructs and portrays disasters primarily influence the manner by which people perceive and respond to these natural phenomena that pose risks to humanity. Therefore, news media serves as an important tool to disseminate and communicate timely and precise disaster-related information to the public, and to recommend useful personal safety measures during emergency situations while the government focuses on public policy priorities in relation to disaster management (Tulloch & Zinn, 2011; Barnes *et al.*, 2008; Lowrey *et al.*, 2007). In the case of super typhoon Yolanda in the Philippines, 'news media and International Organizations (IOs) from the Guardian's *Global Development* section to the United Nations have explicitly covered the event and its damage to homes, businesses and

*Corresponding author: John Paul Castillo Vallente,
Instructor, Mariano Marcos State University, College of Teacher
Education, Philippines.

infrastructures, agriculture and other livelihoods' (Vaiciulyte, 2014). In 2013, Lum's relief operations report on the wide-ranging adverse effects of the natural disaster to the majority of the country's deprived districts encouraged the involvement of the global community in the relief and recovery efforts (as cited in Vaiciulyte). As per report from the United States Agency for International Development (USAID), American humanitarian funding to support immediate response efforts, including procuring, transporting, and distributing emergency relief commodities to Yolanda victims, and improving access to sanitation facilities for typhoon-affected populations, donated to the Philippines roughly one billion pesos as of US Fiscal Year 2014. But, according to the financial report published online in the Philippine Official Gazette (November 5, 2014), American foreign assistance for the Yolanda survivors amounted to over four billion pesos—this, the Philippine government spent on construction of permanent houses, livelihood programs, infrastructure projects and social services undertakings.

Certainly, media coverage of super typhoon Yolanda that drew in several global news stories about how the devastating catastrophe wracked the Philippines spurred the overwhelming outpour of foreign aid; it is a testament to the power of language and discourse in news media. Language and discourse in news media, Vasterman *et al.* (2005) noted, define the nature of the disaster, its chief cause, and how future is affected by it. Newspapers are particularly known to lead in the initiation of disaster discourse by transmitting and exposing the natural calamity's form and content to their readership. Discourse is an effectively persuasive instrument that is often used to implicitly or explicitly influence or create ideologies, attitudes, behaviors, and actions within fundamental social institutions—politics, trade, religion, and education—particularly in times of disasters and crises. In 2003, Fairclough specified that discourse is reflective of human thoughts and social realities as it is consisted of structures that are created through a meaningful construction of words. News in the press is a specific genre of discourse in mass media.

Print news stories are generally longer than television and radio news broadcast programs, and could contain and convey more detail about current events, such as natural disasters placing a country under crisis; thus, the structure of disaster discourse in print media is more complex than in broadcast news. This complexity often entails some embellishments by most newspapers, determined by their own interpretation of the current event. Anzur (2000) maintains that journalists, engaged in this process, act as interpreters and commentators on the issue, not mere passive information channels. Journalists, in their discussion of social issues, are inclined to using preferred lexical choices, though publications normally have a range of lexical items at their writer's disposal; in so doing, they most likely propagate a certain version of reality (Jaworska & Krishnamurthy, 2012). These deliberate choices in the use of language mirror both the *evaluative judgments* and *ideological stance* of the news writer. In the cultural domain, according to Van Dijk (1995), one's way of deploying language may also represent the group or community to which he/she belongs. Patterns of lexical choices in disaster discourse published in print are worthy of analysis as they can point to salient features

of the writer's stance towards the social phenomena, and of the cross-cultural factors that shape such stance. In examining these existing linguistic patterns, how natural catastrophes, such as super typhoon Yolanda, are frequently treated by news writers shall be exposed (Ju & Yeon, 2015). 'Stance' is the overall discursive position that a writer takes in relation to a certain situation or societal phenomenon (Liu & Stevenson, 2013). In 1998, Biber and Finegan defined the term as pertaining to 'the writer's [in the case of written news reporting] attitudes, feelings, judgments, or commitment concerning the message' (p. 1). By looking closely into grammatical and semantic elements that form patterns of stances manifested in disaster discourse from cross-cultural print media platforms, there could be a potential increase in understanding one's culture, and others'. For instance, the West may have assumptions of bias relating to the way Eastern news media presents crisis-propagating disasters; similarly, Asian countries may have a general notion of self-glorification from the Western superpowers especially evident when reporting about disaster-stricken Third World countries of the East. Certainly, it is essential, Herring (2011) maintains, that the discursive nature of disaster news items be explored—through critical discourse analysis and systemic functional linguistics—since news media depends on stereotypes in the formulation of disaster discourse. Tierney *et al.* (2006) support this statement by asserting that 'media treatment of disasters both reflect and reinforce broader societal and cultural trends, socially constructed metanarratives, and hegemonic discourse practices that underpin the status quo' (p. 62). Although including only limited samples, this study's data analysis and interpretation, one way or another, shed light on these matters. In this study, patterns of stance exhibited by American and Filipino broadsheet news writers in their disaster discourse will be identified. Appraising stance, in a multicultural scale, will further our understanding of how language in media is employed by writers of distinct cultural orientations to express their positions in the context of Yolanda disaster discourse, and subsequently, how reflective of their social and cultural contexts are their positions.

Generally, the researcher assumes that there exist differences between stance patterns exhibited by American and Filipino disaster news writers; and that how US writers represent Philippines during post-catastrophic event and the way Philippine writers portray the country within similar context vary. This study specifically seeks to answer the following questions: what category in the attitude subsystem earns the highest frequency for writers in American newspapers; what category in the attitude subsystem earns the highest frequency for writers in Philippine newspapers; how do stance patterns employed by writers in US and in Philippine newspapers compare and contrast; which between the US and the Philippine writers exhibit positive or negative stance in disaster discourse; and how do stance patterns employed by the writers represent their social, political, and cultural perspectives on the disaster?

Theoretical Context: As its main theoretical framework, this study follows the taxonomy described by the Appraisal Framework (Martin & White, 2005) which is a development of work in systemic functional linguistics (Halliday, 1994). The

framework is generally concerned with the ‘negotiation of social relationships by communicating emotion, judgment and appreciation’ (Read, Hope & Carroll, 2007). Appraisal consists of three subsystems that operate in parallel: *attitude* looks at how one expresses private state—one’s emotion and opinions—and the evaluations that are associated with writer’s subjective or affective responses to people, objects, or situations; *engagement* refers to resources used by the writer to express degree of commitment to facts; and *graduation* involves up-scaling or down-scaling meanings that investigates how the use of language functions to amplify or diminish the attitude and engagement conveyed by a text (as cited in Liu & Stevenson, 2013, pp. 202-203; Read *et al.*, 2007, p. 94).

Since the study concentrates on the stance of the writers embedded in their disaster news reports, the analysis of data uses the Attitude subsystem only. According to Read *et al.*, the Attitude subsystem identifies three areas of private state—*Affect* identifies feelings—the writer’s emotions as represented by their text; *Judgment* deals with the writer’s attitude towards the behavior of people; and *Appreciation* considers the evaluation of things—both man-made and natural phenomena. With these categorizations, the issues that this study seeks to address are provided with answers correspondingly. “The Attitude subsystem refers to evaluations that are associated with speakers’ or writers’ subjective or affective responses to people, objects or situations. Attitude can be expressed through a wide range of grammatical structures, such as adjectives, nouns, verbs and modal adjuncts. For example, burst into tears can be coded as attitudinal lexis. Moreover, Attitude can be realized not only through direct attitudinal lexis (i.e., inscribed attitude) but also indirectly through the expression of ideational meanings (i.e., invoked attitude)” (Liu & Stevenson, 2013).

Figure 1 shows the main categories in the Attitude sub-system as cited by Liu and Stevenson (2013, pp. 203-204), to wit:

- 1) *Judgment* is concerned with language that evaluates human behavior, such as “elite troops”, “swift action”, “weary rescuers” or “would-be rescuers”.
- 2) *Appreciation* deals with the evaluation of phenomena, for example, “advanced technologies”, “blocked road” or “shocking sights”.
- 3) *Affect* refers to the expression of emotional responses towards people, objects or situations, such as in “He was grateful for conversation”, and “expressing sympathy and condolences”.

All three types of Attitude can be qualified by its polarity: positive or negative. Figure 2 also presents the five Judgement sub-categories: *Normality* refers to how typical someone is, *Capacity* to how capable someone is, *Tenacity* to how resolute someone is, *Veracity* to how truthful someone is, and *Propriety* to how ethical someone is. The figure also reveals the three sub-categories of Appreciation: *Reaction* refers to the impact and quality of things, *Composition* to the balance and complexity of things, and *Valuation* to the value of things. Lastly, the three subcategories of Affect are also exhibited in the figure. According to Martin and White (2005), *Un/happiness* deals with feelings of happiness or sadness,

In/security deals with feelings of anxiety fear, confidence and trust, and *Dis/satisfaction* covers feelings of achievement or frustration in relation to activities people are engaged in.

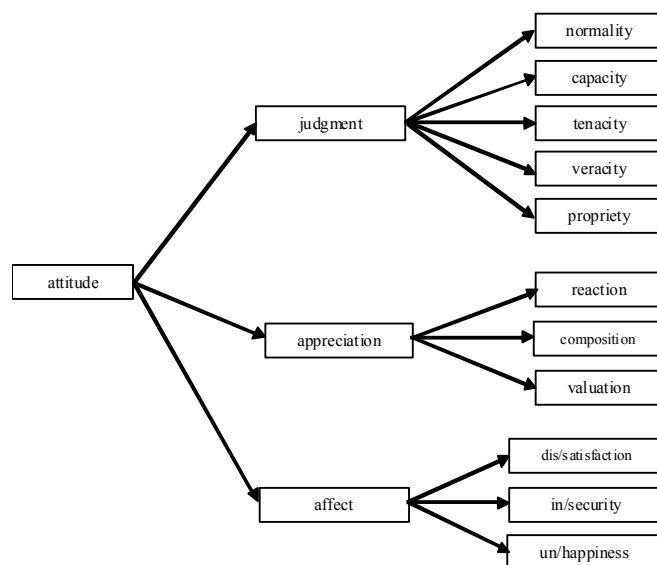


Figure 1. The three categories of the Attitude subsystem matched with appropriate subcategories. Adapted from “A Cross-cultural Analysis of Stance in Disaster News Reports” by Liu and Stevenson, 2013, Australian Review of Applied Linguistics, p. 203. Copyright 2013 by the Monash University ePress

White (2003, p. 259) contends that these diverse resources can be brought together because they “all provide the means for speakers/writers to take a stance towards the various points-of-view or social positioning being referenced by the text and thereby to position themselves with respect to other social subjects who hold those positions.” Carrying out a study utilizing such a framework could not successfully yield results if data is analyzed in a purely linguistic perspective. This means that the socio-cultural context from which the discourse is constructed should be taken into account when interpreting and explaining stance-related semantic features in texts, since stance as Precht (2003) argues is not just conveyed linguistically but is also culturally shaped. At present, there are no machine-readable Appraisal-annotated texts publicly available (Read, Hope and Carroll, 2007), the reason why reliability and validity of the findings primarily depend on inter rater agreement.

METHODOLOGY

Research Design: In order to reveal the degree to which the categories in Martin and White’s Attitude Subsystem is demonstrated by the writers in their news items, and to perform comparison and contrast between US disaster discourse and that of Philippines’ taking into account the “stance” exhibited by the writers toward the social variables which operate in the post-disaster efforts, this study employs the descriptive research design where data is collected from six major daily newspapers (three from US and three from PHI) and their corresponding news report published on November 9 or 10 which mainly discusses the social, political, and economic consequences of super typhoon Yolanda. The sample has been drawn from a predetermined population

where information needed in the study is collected from the official online page of every publication at different points in time, but consistently using the similar context and qualifications. Mixed methods approach is employed in this study where descriptive statistics—frequency counts and percentages—is used, juxtaposed with qualitative descriptions to support data analysis. The approach allows the researcher to perform a quantitative analysis of the data, specifically to measure the amount and relative frequency of the occurrences of attitudinal indicators, at the same time, provide an acceptable number of explanations for the stance patterns that arise from the selected disaster news items.

Generally, the researcher assumes that there exist differences between stance patterns exhibited by American and Filipino writers when presenting a natural calamity and the crises that eventually result from it; and that how US writers represent Philippines during post-catastrophic event and the way Philippine writers portray the country within similar context vary.

Sample and Sampling Procedure: The researcher used purposive sampling where the disaster news items are selected based on the specific purposes of the study, and on the researcher's prior knowledge or information of the sample. Three U.S. daily newspapers—USA Today, Los Angeles Times, and New York Times—and three Philippine daily newspapers—Manila Times, Manila Bulletin, and Philippine Daily Inquirer—are used as sources of data in the study. They are all classified as broadsheet newspapers which are perceived to be more objective and factual, and the language of which is viewed as more neutral mediator of reality than in the case of tabloid newspapers, which overtly purport to entertain and sensationalize (Trckova, 2012). The three American daily broadsheets consistently belong to the top five highest rankings of printed broadcast outlets in the country (cision.com, 2014; infoplease.com, 2006). As of June 2014, USA Today's (USAT) circulation reached an average of 3,300,000 copies; The New York Times (NYT) recorded a circulation figure of roughly 2,150,000; and Los Angeles Times (LAT) maintained a large audience share of around 700,000.

On the other hand, Philippine Daily Inquirer (PDI), Manila Times (MT), and Manila Bulletin (MB) are regarded as the leading daily newspapers in the Philippines by 4 International Media and Newspapers (2015). PDI is the country's most widely read and circulated newspaper with over 2.7 million nationwide readers daily. It enjoys a market share of over 50% and tops the readership surveys (<http://www.w3newspapers.com/philippines/>). Founded in October 11, 1898, MT is the oldest English-language newspaper in the Philippines. It is already in its 117th year, and still in publication (<http://www.cmfr-phil.org/?s=Top+5+philippine+newspapers>). According to W3Newspapers.com, MB is one of the largest broadsheets in circulation size. It is owned by a Chinese-Filipino businessman who also owns the publishing of popular tabloids *Tempo* and *Balita*, and magazines such as *Lidayway*, *Bisaya*, and *Philippine Panorama* (http://en.wikipilipinas.org/index.php/Top_10_Philippine_Newspapers). Items analyzed are online articles directly about super typhoon Yolanda—one news report from each publication's official website.

Montgomery (2007) defines news reports as factual information about current or recent events, happenings or changes taking place within the community or outside the immediate purview of the audience, and which is considered to be of likely interest or concern to them. This means that editorials, commentaries, and feature stories which also touch on the post-disaster effects of typhoon Yolanda are disregarded since these are classified under a different, heavily opinionated writing genre.

The researcher chose news articles published on November 9-10, 2013. The super typhoon made its landfall in the Philippines on November 8, and on the following day, the typhoon weakened and moved into the West Philippine Sea. News reports on the first day of the typhoon are excluded because these largely focus on the nature of the disaster with little attention to casualties and rescue efforts.

Data Gathering Procedure: The sample is downloaded from the official websites of the six newspapers—three leading and widely read broadsheets from the U.S. and another three prominent newspapers from the Philippines. One news report is picked out from the sizeable range of articles on super typhoon Yolanda in each website.

The selection process is based on the overall content of the item and its publication date. Only texts that presented factual and objective information about the super typhoon are considered; editorials, commentaries and other genres that primarily focus on people's responses to the typhoon and often present it in a dramatic, opinionated way are discounted. Also, news reports that are written on November 9-10, 2013 are selected since these generally discuss the nature of the disaster, in conjunction with quantified data of casualties and detailed account of the relief and rescue operations performed by the Philippine government and private and international organizations which include financial and humanitarian assistance from the global community. Zhang (2010) asserts that disaster news reports should comprise description of the disaster and its evolution, as well as people's responses to the disaster.

Coding and Data Analysis: Each disaster news report is transcribed in Microsoft Office Word so that they could be conveniently labeled or coded according to the taxonomy of Martin and White's Attitude Subsystem. At present, there are no machine-readable Appraisal-annotated texts publicly available (Read, Hope and Carroll, 2007), thus coding is done manually—the researcher marked relevant items such as lexical words, phrases, or sentences from the articles by adapting a color-coding scheme. Each marked item is then coded with its main category, subcategory, and whether it is a positive or negative attitude. A table containing a summary of the results of the labeling system is prepared for each transcribed and coded disaster news report which aided the researcher in the presentation of the collected data. Frequencies and percentages are reported in order to provide an overall picture of the relevant items identified and categorized in the disaster news report of each newspaper. Since there was only a total of six items employed in the data analysis of this study, no statistical testing is carried out. To support the descriptive statistics, qualitative descriptions are

provided; these socially and culturally explain prevailing stance patterns obtained from the data.

RESULTS AND DISCUSSION

This part summarizes the findings emanating from the collected data and the results of the statistical/data analysis. The discussions are arranged according to the major concerns of the study, namely: (1) category in the attitude subsystem which gains the most number of frequency counts in the disaster discourse of US and of Philippine newspapers; (2) comparison and contrast of stance patterns employed by American and Filipino writers; and (3) positivity or negativity of writers in representing disaster discourse in print media.

1. Category obtaining highest frequency in disaster discourse of US newspapers

Table 1 presents the five items in the Judgment category of Martin and White's Attitude Subsystem which are deployed by writers of American daily newspapers to express their stance in disaster discourse.

Table 1. Frequencies and Percentages of Judgment Subcategories Used in US Newspapers

	USAT		NYT		LAT	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Normality	12	50	8	61.54	5	45.45
Capacity	0	0	1	7.69	0	0
Tenacity	1	4.17	0	0	0	0
Veracity	7	29.17	2	15.38	2	18.18
Propriety	4	16.67	2	15.38	4	36.36
Total	24	100	13	100	11	100

As shown in Table 1, the three US newspapers focus on *Normality*, which refers to how typical someone is, gaining the highest percentage for each disaster news report. The majority of post-disaster information detailed in the newspapers, such as number of casualties, quality of relief and rescue operations, as well as legal procedures undertaken by the government, are obtained from either high-ranking officials or individuals who first handedly experience the crisis.

Example 1.1

More than 100 others were injured in the city of Tacloban on Leyte Island, **Capt. John Andrews, deputy director general of the Civil Aviation Authority**, said. (USA Today, par. 3)

Example 1.2

"The local Red Cross chapter has seen many bodies," **Gwendolyn Pang, the secretary general of the Philippine Red Cross**, said in a text message. (New York Times, par. 4)

Example 1.3

"People are walking like zombies looking for food," **Jenny Chu, a medical student in Leyte**, was quoted by the Reuters news agency saying. "It's like a movie." (Los Angeles Times, par. 8)

These personalities are always given the appropriate descriptions, labels, and/or titles so that readers are assured that the sources of information are reliable; as a result, the news report becomes consistently informative and accurate. Moreover, they usually provide statistical and descriptive accounts of the casualties and damages in properties, with subjects on *Capacity* and *Tenacity* of the victims and the rescuers almost unmentioned. Generally, the disaster discourses in American newspapers largely magnify the losses after the surge of super typhoon Yolanda, and put little emphasis on how the victims and rescuers remained hopeful and strong amidst post-catastrophic setbacks. News writers of US daily broadsheets employ this stance pattern in expressing their *Judgement* concerning a disaster and the crises that follow it in order to solicit sympathy from the global community, and eventually motivate financial and relief assistance from various international organizations and private agencies.

Table 2. Frequencies and Percentages of Appreciation Subcategories Used in US Newspapers

	USAT		NYT		LAT	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Reaction	15	44.12	6	30	5	20.83
Composition	11	32.35	13	65	13	54.17
Valuation	8	23.53	1	5	6	25
Total	34	100	20	100	24	100

In Table 2, the frequencies and percentages of the three items under the *Appreciation* category of the Attitude Subsystem is presented. Although USAT has higher frequency for the *Reaction* subcategory, the percentages in the *Composition* subcategory across the three newspapers are actually closely similar. *Composition*, which refers to the assessment of balance and complexity of things, accounts for the largest percentages of *Appreciation* items in NYT and LAT newspapers, succeeded by the *Reaction* subcategory which deals with the effect of super typhoon Yolanda to the various properties—concrete or immaterial.

Example 2.1

Large ships were tossed on shore, and vehicles were shown piled up on top of one another. (New York Times, par. 7)

Example 2.2

Police superintendent Elmer Soriatold reporters that officials in Leyte province in the central Philippines **had estimated 10,000 deaths** and that **in some areas 70% of structures had been destroyed.** (Los Angeles Times, par. 5)

According to Liu and Stevenson (2013), using evaluative lexis to describe the circumstances and conditions in the disaster-hit areas is a common method deployed by writers to represent disaster discourse. Giving much weight on these factors relate to the *Composition* subcategory that reinforce the extensively destructive impact of Yolanda. When it comes to the subcategories of *Affect*, USAT and NYT newspapers completely disclosed how the victims feel unsafe and

unprotected, each news report obtaining 100% under *In/security* subcategory as revealed in Table 3. On the other hand, LAT earned a frequency count of 7 (50%) in terms of *Dis/satisfaction* which involves feelings of achievement and frustration by the victims. In sharp contrast, USAT and NYT that share similar patterning of *Affect* items are without *Dis/satisfaction* or *Un/happiness* items since it is revealed by the previous tables—1 and 2—that these newspapers widely explored items under categories of *Judgement* and *Appreciation* rather than *Affect*.

With few indicators of the *Affect* category exhibited in Table 3, it is a realistic assumption that, considering the sample in this study, US newspaper writers attach less emotional value in their disaster news reports directing readers to focus instead on the writers' attitude towards the behavior of people, and their appraisal of actions in post-disaster situations. The majority of *Affect* items in the three newspapers pertain to the negative attitude that not only the victims but also their relatives felt after super typhoon Yolanda.

Example 3.1

"... It was like a tsunami," he was quoted by Reuters as saying. "***I don't know how to describe what I saw. It's horrific.***" (Los Angeles Times, par. 18)

In 2001, Grabe, Zhou and Barnett claimed that this negative attitude of victims situated in post-disaster conditions is usually underscored in news items because of the writer's intention of deliberately arousing emotions in readers with the hope that this established affective connection will translate into actions to right social wrongs.

Table 3. Frequencies and Percentages of Affect Subcategories Used in US Newspapers

	USAT		NYT		LAT	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Dis/satisfaction	0	0	0	0	7	50
In/security	4	100	2	100	1	7.14
Un/happiness	0	0	0	0	6	42.86
Total	4	100	2	100	14	100

Consistent in the three newspapers is that *Appreciation* being at the top rank, as exhibited in Table 4, which means that the writers mainly take into account assessing the concrete and abstract materials that comprise the context in which super typhoon Yolanda showcased its devastating force. The table also reveals that, aside from focusing on the physical impact of the disaster towards the social milieu, writers of US newspapers also frame disaster discourse in terms of people's observable attitudes towards super typhoon Yolanda—*Judgement* category occupying the middle rank—in which writers implicitly or explicitly put across their personal stances not only on the victims of the calamity but also regarding the different human participants in the post-disaster efforts.

Gaining the lowest frequency count and percentage is the category of *Affect* which only yields a total of 20 items from the three discourses on the disaster; since the focus of the disaster discourse in the American perspective is on the

evaluation of human and material conditions, only minor attention is given to the emotional state of the concerned individuals in the post-disaster events. This stance pattern employed by writers in American newspapers aligns with the findings of Barnes, *et al.* (2008). The research team found out that US media articles emphasized problems on industry and economy that largely evaluated how the government responded to Hurricane Katrina, and the various functions that institutions played in the disaster event, while paying less interest to the issues surrounding the victims' affective outlooks.

Table 4. Subcategories in the Attitude Subsystem Employed by Writers in US Newspapers

	USAT		NYT		LAT	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Judgement	24	38.71	13	37.14	11	28.21
Appreciation	34	54.84	20	57.14	24	61.54
Affect	4	06.45	2	05.71	14	35.90
Total	62	100	35	100	39	100

In this case of discourse construction, the distinctive and complex psychological and emotional concerns of the victims who lost their homes, loved ones, and means of livelihood are obscured—suffering and associated emotions are played down and almost represented inconsequential in the news discourse. In addition, the lexical items that are classified under *Affect* are usually conveyed by women participants in the news report, which is demonstrated by the succeeding example:

Example 4.1

Evangalista Sumalbag said ***she was sick with worry*** about her sister and daughter, a 28-year-old police officer in Tacloban.

"I can't describe my feelings today. I don't have contact and I don't know what happened to them," said Sumalbag, ***wiping tears from her eyes.*** "I don't want to see the TV anymore, because ***it hurts me. I am unable to watch all that devastation.***" (Los Angeles Times, par. 14-15)

The writers expose gender expectations where rescue and recovery operations are operated by masculine authorities and the emotive value is rendered by the feminine characters in a disaster discourse. With this perspective of writers in the American newspapers, social events that encourage resilience and reinforcement are primarily viewed on the side of machismo, while affective response is purely attributed to women.

Category obtaining highest frequency in disaster discourse of PHI newspapers

Table 5. Frequencies and Percentages of Judgment Subcategories Used in PHI Newspapers

	PDI		MT		MB	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Normality	6	42.86	9	45	8	30.77
Capacity	0	0	2	10	0	0
Tenacity	1	7.14	1	5	4	15.38
Veracity	2	14.29	2	10	5	19.23
Propriety	5	35.71	6	30	9	34.62
Total	14	100	20	100	26	100

Table 5 shows the frequencies and percentages obtained by each item in the *Judgement* category of the Attitude Subsystem. The data reveals that *Normality* yields the highest percentage for each Philippine newspaper with 42.86% in the Philippine Daily Inquirer (PDI), 45% in the Manila Times (MT), and 30.77% in the Manila Bulletin (MB). On the other hand, *Capacity*, which refers to how capable someone is, gets the least number of frequency counts earning a total of only 2 indicators across the three newspapers. By widely exploring *Normality* resources in the disaster discourse, the Filipino writers are able to bring into play local voices—officials in the local government unit (LGU)—as well as outside professional or technological expertise in the efforts to cope with the emergency, and rebuild physical, social, and political structures.

Example 5.1

Regional police chief Elmer Soria said he was briefed by **Leyte provincial Gov. Dominic Petilla** late Saturday and told there were about 10,000 deaths in the province, mostly by drowning and from collapsed buildings. (Manila Bulletin, par. 2)

Example 5.2

United Nations leader Ban Ki-moon also pledged that UN humanitarian agencies would “respond rapidly to help people in need”. (Manila Times, par. 21)

Example 5.3

US Defense Secretary Chuck Hagel had responded to a request from the Philippines for military aid. (Philippine Daily Inquirer, par. 20)

A close partnership between *Composition*, gaining the highest percentages for PDI(50%) and MB (73.68%), and *Valuation*, which is ranked second in PDI (41.67%) and MT (35.71%), reflects the stance pattern employed by the news writers in terms of the *Appreciation* category, as presented in Table 6. This linguistic decision in disaster discourse construction places the readers to a position where they are provided with information that allow them to understand the effect of typhoon Yolanda to the physical properties, to assess the way by which the government and other concerned agencies respond to the urgent demands of the victims, and to realize the value of things (tangible or intangible) after contact with the disaster. The examples below demonstrate Campanella’s (2015) claim that presenting a disaster using the *Composition* and *Valuation* subcategories “does not simply renounce the particular underperformance of specific agencies or officials, but rather repudiates the systematic mediocrity that comes when government is designed to be small and missioned to be reactionary” (p. 9). In these instances, super typhoon Yolanda is invoked as indication of large scale economic decline that clamors for strategic and profitable administrative resolutions, and opens criticism of the performance of those in authority.

Example 6.1

A few dozen other deaths had been confirmed in some of these areas, but **authorities admitted they were completely**

overwhelmed and many communities were still yet to be contacted. (Manila Times, par. 9)

Example 6.2

We expect a very high number of fatalities as well as injured,” Interior Secretary Mar Roxas said after visiting Tacloban on Saturday. “**All systems, all vestiges of modern living — communications, power, water — all are down. Media is down, so there is no way to communicate with the people in a mass sort of way.**” (Manila Bulletin, par. 7)

Table 6. Frequencies and Percentages of Appreciation Subcategories Used in PHI Newspapers

	PDI		MT		MB	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Reaction	2	8.33	6	42.86	3	15.79
Composition	12	50	3	21.43	14	73.68
Valuation	10	41.67	5	35.71	2	10.53
Total	24	100	14	100	19	100

Under the category of *Affect, Dis/satisfaction*, which covers feelings of achievement or frustration in relation to activities people are engaged in, is widely employed by writers of Philippine daily broadsheets acquiring a frequency count of 3 and a percentage of 60% for PDI; 2 (33.33%) for MT, and: 3 (50%) for MB. Furthermore, Table 7 also reveals that writers deploy *In/security* resources at a minimal frequency. This stance pattern utilized by Filipino writers in their disaster news reports is in sharp contrast with the stance taken by writers of American newspapers, who place the heaviest weight on *In/security*, and only regard information that fall under the subcategory of *Dis/satisfaction* as minor.

Table 7. Frequencies and Percentages of Affect Subcategories Used in PHI Newspapers

	PDI		MT		MB	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Dis/satisfaction	3	60	2	33.33	3	50
In/security	1	20	2	33.33	0	0
Un/happiness	1	20	2	33.33	3	50
Total	5	100	6	100	6	100

US journalists are more concerned with issues on security that stimulate psychological and emotional reactions from the victims, whereas, in the Philippines, news coverage on disaster essentially zeroes in on internal conflicts or burdens that, to a certain extent, affect the psychosomatic makeup of the victims. The tendency of indulging in emotion that is attributed to the Filipino value system explains this sentimentality exhibited by disaster discourse in the Philippines, although indicators of *Affect* barely come into sight in the three newspapers, similar to the US.

Example 7.1

Some people are losing their minds from hunger or from losing their families,” high school teacher Andrew Pomedas, 36, told AFP, as he warned of **the increasing desperation of survivors**. (Philippine Daily Inquirer, par. 4)

Example 7.2

Ban [Ki-moon] is *“deeply saddened by the extensive loss of life” and devastation caused by Haiyan*, said UN spokesman Martin Nesirky in a statement. (Manila Times, par. 22)

Example 7.3

“The devastation is, I don’t have the words for it,” [Mar] Roxas said. *“It’s really horrific.”*

In the aftermath of the typhoon, *people were seen weeping while retrieving bodies of loved ones inside buildings . . .* (Manila Bulletin, par. 12 & 32)

Table 8. Subcategories in the Attitude Subsystem Employed by Writers in PHI Newspapers

	PDI		MT		MB	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Judgement	14	32.56	20	50	26	50.98
Appreciation	24	55.81	14	35	19	37.25
Affect	5	11.63	6	15	6	11.76
Total	43	100	40	100	51	100

In Table 8, the frequencies and percentages of the usage of resources under the Attitude Subsystem by Filipino writers are shown. *Judgement* category which is concerned with linguistic items that evaluate human behavior during and after the disaster situation obtained a frequency count of 14 (32.56%) for PDI, 20 (50%) for MT, and 26 (50.98%) for MB. The results presented in Table 8 are nearly similar to those exhibited in Table 4; the difference lies in the frequency of usage of *Judgement* and *Appreciation* categories, in that, in the Philippine newspapers, the former ranks first closely followed by the latter, whereas in the case of US writers, *Appreciation* occupies the top spot when it comes to the most used category of the Attitude Subsystem in disaster discourse. It is clear through the data that though Philippine culture, for the most part, is considered to be “Westernized” (Herrington, 2001), it is inevitable that there exists discrepancy between stance patterns deployed by Filipino and American writers in terms of disaster news coverage. Rendering the disaster via syntactic constructions and lexical entries associated with the subcategories of *Judgement* allows the writers of Philippine newspapers to express their stance about the regression resulting from super typhoon Yolanda, and how the government and other public and private organizations are characterized in the operation of economic activities, rebuilding and repairing structures, and allocation of material resources. “Information about moving on and getting back to pre-fire levels of community functioning should be the common goal of concerned agencies in post-disaster events” (Cox, Long, Jones, & Handler, 2008, p. 470) that would eventually influence the readers to push the return to normalcy and productivity. One way or another, this kind of stance suggests disempowerment of the victims who are portrayed to be inadequately equipped to take action without outside support and guidance.

Example 8.1

Police said they had deployed special forces to contain looters in Tacloban, the devastated provincial capital of Leyte . . . (The Philippine Daily Inquirer, par. 3)

Example 8.2

United Nations leader Ban Ki-moon *also pledged that UN humanitarian agencies would “respond rapidly to help people in need”*. (Manila Times, par. 21)

Example 8.3

The president of the European Commission, Jose Manuel Barroso, said in a message to Aquino that the *EC had sent a team to assist the Philippine authorities and that “we stand ready to contribute with urgent relief and assistance if so required in this hour of need.”* (Manila Bulletin, par. 22)

The majority of *Judgement* items embedded in the three Philippine disaster discourses positions men as authoritative and active agents in directing the process of rescue and recovery, thus, the domains on formulating solutions to crises succeeding a disaster are hierarchical, dominated by masculine figures reflecting the double standard that persists in Philippine culture. This Filipino cultural convention may also rationalize the minimal practice of the *Affect* subcategories in the disaster discourse, since emphasis on emotions relates to women who are positioned as almost invisible in the recovery process, and occludes the masculine styles of coping with crises that come after a disaster.

Stance patterns employed by American and Filipino writers

Table 9. Usage of the Main Categories of the Attitude Subsystem in US and PHI Newspapers

	US		PHI	
	<i>f</i>	%	<i>f</i>	%
Judgement	48	32.88	60	44.78
Appreciation	78	53.42	57	42.54
Affect	20	13.70	17	12.69
Total	146	100	134	100

Table 9 compares and contrasts the writers’ exercise of the three main Attitude Subsystem categories in their news presentation of super typhoon Yolanda, however, the data should be interpreted cautiously as there may exist a potential confounding factor on the degrees to which a disaster creates impact on a writer’s stance as well as on the readers’, especially that attitudinal indicators vary markedly across settings and cultures. Apparently, the table reveals some similarities in the stance patterns employed by US and Philippine writers in constructing disaster discourse, that is, PHI newspapers and US daily broadsheets communicate more indicators classified under *Judgement* and *Appreciation* categories, basically marginalizing the items belonging to the category of *Affect*. In general, there is only slight disparity in the news reports of super typhoon Yolanda between the two settings—the difference lies in the frequency of usage of *Judgement* and *Appreciation* categories, in that, in the Philippine newspapers, the former ranks first closely followed by the latter, whereas in the case of US writers, *Appreciation* occupies the top spot when it comes to the most used category of the Attitude Subsystem in disaster discourse.

US writers' use of lexical items and syntactic constructions that directly relate to the subcategories of *Appreciation* frames the disaster discourse within subjects that focus on the American financial and humanitarian aids given to the Philippines as means of support to the victims of Yolanda—a discursive scheme designed to reaffirm White superiority.

Example 9.1

U.S. Secretary of State John Kerry said in a statement that *America stood ready to help*. (USA Today, par. 9)

Example 9.2

Approximately 80 *U.S. Marines* from the 3rd Marine Expeditionary Brigade stationed in Okinawa, Japan, *were expected on Sunday evening, bringing with them two KC-130 aircraft, communications gear, and equipment*.

"*The U.S. Marines are happy to help in this time of tragedy*," said Capt. Josh Diddams, a Marine Corps spokesman. (Los Angeles Times, par. 11-12)

By contrast, Philippine newspapers not only acknowledge the monetary reinforcement procured from US government and agencies, but also mention the assistance provided by the global community to the country during the period of crisis. The news reports, in some respects, channeled implicit expressions of gratitude to the countries all over the world that generously extended their resources.

Example 9.3

United Nations leader Ban Ki-moon also pledged that *UN humanitarian agencies would "respond rapidly to help people in need"*. (Philippine Daily Inquirer, par. 23)

Example 9.4

The president of the European Commission, Jose Manuel Barroso, said in a message to Aquino that the *EC had sent a team to assist the Philippine authorities* and that "*we stand ready to contribute with urgent relief and assistance if so required in this hour of need*."

UNICEF's supply division in Copenhagen was loading 60 metric tons of relief supplies for an emergency airlift expected to arrive in the Philippines on Tuesday. (Manila Bulletin, par. 23 & 36)

Both settings expose decline in economic and social structures such as loss of properties and lives, as well as inadequate rescue and recovery operational systems of the administration whose officials are depicted as fearful and helpless. Giving prominence to human suffering is way of the writers to evoke compassion from the readers. If human suffering is presented by the media as relevant and worthy of response, people will care for the distant sufferer (Chouliaraki, 2006), and they will be inclined to donate financial help for disaster relief (Simon, 1997).

Example 9.5

Authorities were struggling to even understand the sheer magnitude of the disaster, let alone react to it, with the regional police chief for Leyte saying *10,000 people were believed to have died* in that province alone. (Manila Times, par. 6)

Example 9.6

"*The local Red Cross chapter has seen many bodies*," Gwendolyn Pang, the secretary general of the Philippine Red Cross, said in a text message. "*An actual body count has to be done to determine the exact number*."

The destruction, which has taken down phone service in many areas, *made confirming any of the accounts difficult*. (New York Times, par. 4-5)

In accordance with the subcategories of *Judgement*, US writers are able to illustrate Filipinos' value systems such as upholding family's worth and religious inclination. For instance, USA Today (2013, par. 35) related how clergy nationwide had prayed to reduce the storm's [Yolanda] expected devastation, and recalled that Cebu Archbishop Jose Palma requested the bishops and priests of the country to lead the people in praying the *Oratio Imperata* (Obligatory Prayer). On the other hand, Filipino writers' representation of Yolanda victims parallels how the United States portray Haitians as hopeless, criminal, and powerless actors after the 2010 Haiti earthquake based on the research findings of Potter (2009) and Ulysee (2010). Writers of the three Philippine newspapers depicted the situation in the disaster-affected areas as zones of sheer lawlessness, heavily stressing on stories of looting, hence victims become de-civilized savages who must be kept ordered by the police force. Jiwani (2006, p.35) terms this social phenomenon as "doubling syntax" where victims are considered as both "pitiable and pejorative, or exoticized and threatening."

Example 9.7

"I told him all systems are down," Gazmin said. "There is no power, no water, nothing. *People are desperate. They're looting*."

The city's two largest malls and groceries were looted and the gasoline stations destroyed by the typhoon. *Police were deployed to guard a fuel depot to prevent looting of fuel*. (Manila Bulletin, par. 14-15)

Example 9.8

"Tacloban is totally destroyed. *Some people are losing their minds from hunger or from losing their families*," high school teacher Andrew Pomedas, 36, told Agence France-Presse, as *he warned of the increasing desperation of survivors*.

"*People are becoming violent. They are looting business establishments, the malls, just to find food, rice and milk . . .*"

am afraid that in one week, people will be killing from hunger.” (Manila Times, par. 4-5)

Positivity or negativity of US and PHI writers in disaster discourse

Each subcategory in the Attitude Subsystem complies with the positive or negative binary operation that signifies the value of the writers’ stances. Table 10 presents the overall results for positive and negative Attitude items in the two settings.

Table 10. Frequencies and Percentages for Positive and Negative Attitudes of US and PHI Writers

	US		PHI	
	<i>f</i>	%	<i>f</i>	%
Positive Attitude	45	30.82	52	38.81
Negative Attitude	101	69.18	82	61.19
Total	146	100	134	100

As shown in Table 10, negative attitudes are more common than positive in both contexts. The percentages of positive and negative attitudes employed by US and PHI disaster news writers are nearly similar. American and Philippine newspapers express negative attitudes in terms of the impact of super typhoon Yolanda on the material components of the affected regions, likewise, its people who are perceived to be highly vulnerable to the crises resulting from the disaster. Negative attitudes are also associated with the rescue, relief, and recovery operations carried out by the government, describing the authorities in an ineffective and apprehensive state. Olson (2000) regards this discursive decision normal and expected, since as a complex situation, “disaster confuses the administration, which, even temporarily, finds itself in a position of weakness” (p. 276). This disorientation creates decision-making mechanisms dysfunctional. Matters concerning the local government are tied in with positive attitudes in both contexts. Local officials frequently become the source of information with regard to the nature of the super typhoon, and the extent of its effect. Moreover, their roles emphasize the participatory interventions that revolve around the demands and strengths of local people (Pyles & Svistova, 2015). Across the newspapers, the local government is brought to the forefront of post-catastrophic efforts, and gets engaged in the time of disaster. Ride and Bretherton (2011) argue that in order to regain resiliency in the social and political institutions after a disaster, local communities must act as agents that initiate leadership. Mulligan and Nadarajah (2012) state that involvement of local communities and administration in recovery endeavors and attempts that aim at fortifying local knowledge and capacities generate long-term disaster recovery resolutions.

Conclusion

Findings of the study reveal that there are differences in the stance patterns employed by American and Filipino writers in representing disaster discourse in print media. PHI newspapers and US daily broadsheets communicate more indicators classified under *Judgement* and *Appreciation* categories, basically rendering the items belonging to the category of *Affect* almost unmentioned. *Appreciation* category obtains the

highest frequency count and percentage in the case of US newspapers. The writers’ use of linguistic structures that directly relate to the subcategories of *Appreciation* frames the disaster discourse within subjects that focus on the financial and humanitarian assistance given to the victims of super typhoon Yolanda. Furthermore, the writers employ this category in the Attitude Subsystem to evaluate the concrete and abstract materials that comprise the context in which the disaster showcased its destructive force, and to describe people’s behavior in post-catastrophic situations.

As regards disaster news reports from the Philippine newspaper sample, the category of *Judgement* accumulates the most number of frequencies. This means that Filipino writers place the heaviest weight on subjects of human behavior towards the disaster and people’s capacity to cope with the crises resulting from the devastating surge of Yolanda. In addition, deploying resources of *Judgement*, the writers are able to emphasize lawlessness in the disaster-affected areas where victims, out of sheer desperation, engage in looting of business establishments in order to fend for their families. Both contexts exhibit negative attitudes more frequently, which are expressed in terms of the impact of super typhoon Yolanda on the material components of the affected regions, likewise, its people who are perceived to be highly vulnerable to the crises resulting from the disaster. Negative attitudes are also associated with the rescue, relief, and recovery operations carried out by the government, describing the authorities in an ineffective and apprehensive state. On the other hand, the positive attitudes are associated with how the local community effectively participated in information dissemination and recovery operations—empowering the local government unit (LGU) in times of disaster and crises is certainly a strategic move towards attaining sustainable post-catastrophic interventions.

Recommendations

Based on the foregoing findings and conclusions, the researcher proposes the following recommendations:

1. Journalists, specifically writers of disaster discourse in newspapers must be cautious with the stance that they incorporate in the text as this, to a large degree, influences how readers position themselves when evaluating critical social concerns. Inevitable it is to, at some point, get swayed by ones’ attitudinal and cultural orientations, writers must treat news reports on natural or man-made calamities as objectively as possible, realizing that the lexical choices and syntactic structures that comprise the text may alter other’s stance, corrupt ideologies, and establish a new social order.
2. Further research on disaster discourse applying Martin and White’s Appraisal Framework in cross-cultural contexts should be pursued. Large-scale sampling procedure that could satisfactorily represent the population should be considered in order to prove the assumptions of this study, and to establish generalizations that could prompt significant revisions in the country’s print media coverage of a disaster.

3. The Appraisal Framework identifies linguistic patterns and choices that produce evaluative meanings towards a particular stance. Nevertheless, stance is not only manifested through the various linguistic resources of the English language, but also by the rhetorical structure of the text (Huckin, 1997) and by discourse-transtextual perspectives (Pennycook, 2007). Future studies on stance should attempt to take these sociolinguistic viewpoints into account.

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