

JOURNALISM PRINCIPLES AND PRACTICES

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UNDERSTANDING MASS MEDIA AND THE IMPORTANCE OF MEDIA LITERACY

WHAT IS NEWS?

News is not just “what happens”. It is a *carefully selected product* shaped by rules, business needs, and the type of media delivering it.

The Simple Answer and Why It's not Simple

- At its simplest: **News is information about a recent events that is shared with the public**
- But here is the problem: **Millions of things happen every day.** Only a *tiny* fraction becomes news.
- As the famous scholar **Stuart Hall** said:
“Of the millions of events which occur every day in the world, only a tiny proportion ever become visible as ‘potential news stories’ and of this proportion, only a small fraction are actually produced as the day’s news.”

Who decides what becomes news, and HOW?

- **The Myth of the “Nose for News”**

CHAPTER 1: The Philippine Press: A Brief History

1.1 Early Beginnings

GLOBAL ANCESTRY OF NEWS

- **59 B.C. – ROME**
 - Acta Diurna (“Acts of the Day”)
 - Handwritten news sheets posted and circulated across the Empire
 - Instituted by Julius Caesar to keep citizens informed
- **1600s Europe – Community newsletters in England**
 - News sheets traded in coffeehouses, the original social media
- **September 25, 1690 – Boston: Publick Occurrences**
 - First newspaper in the American colonies (Benjamin Harris)
 - Suppressed after just **ONE** issue (one-shot fling)
- **Thomas Pinpin published Successos Felices in 1637**

PHILIPPINE ORIGINS

- **1637 - Successos Felices (“Fortunate Events”)**
 - Thomas Pinpin - ‘Father of Filipino Printing’
 - Learned printing from Spanish friars and Chinese craftsmen
 - 14-page newsletter in Spanish
 - Content: Muslim pirate raids in the archipelago
 - **OFFICIALLY** the **FIRST** Philippine newsletter
- **1799 - Hojas Volantes (“Flying Sheets”)**
 - Aviso Al Publico (‘Notices to the Public’)
 - Served as ‘town criers’ for the Spanish colonial government
 - Intermittent, not regular but reached the masses

- Pinpin's work predates America's first paper by **HALF A CENTURY** — a point of pride seldom taught!

1.2 The Three Early Years (1811-1860s)

- **1811 - Del Superior Gobierno**
 - First REAL Philippine newspaper—with name, date, and place. Edited by Gov. Fernandez Del Forgeuras. Only 15 issues in 6 months, then it died. Still—the format was born.
- **1846 - La Esperanza**
 - FIRST DAILY newspaper. Historians called it 'colorless, dull, long, religious/scientific essays.' But its 3-year run broke ground and inspired competitors: La Estrella (1847), Diario de Manila (1848).
- **1848 - Diario de Manila**
 - Survived rivals Estrella and Esperanza within a year. Had a **MONOPOLY** until 1852. Re-established later; lasted until 1899.
- **1852 - Boletín Oficial de Filipinas**
 - Government daily organ. Replaced Diario's monopoly. Vanished in 1860 by Royal Order—government papers come and go with the regime.
- **1865 - El Porvenir Filipino**
 - Major TECH advance: imported the first double-capacity press. FIRST to publish **TWO DAILY EDITIONS** (morning/afternoon).
 - Speed = relevance

1.3 19th-Century Milestones

RELIGIOUS PRESS

- **1862 - El Catolico Filipino**
 - **FIRST** Philippine religious newspaper
 - Reflected Church's dominance of education and public discourse
 - Church = Partner of State in controlling information

COMMERCIAL PRESS

- **1865 - Revista Mercantil (2 editions)**
- **1869 - El Comercio (afternoon daily)**
 - Commerce, industry, agriculture
 - Rise of the **MERCHANT** class

- News now serves **BUSINESS** interests alongside government interests.

- **April 1, 1887 - La Opinion**

- Political
- Became a threat to the government and the church

- **1890 - El Resumen (Pablo Poblete)**

- First **MULTIPLE NEWSPAPER PUBLISHER** in PH history (founded/edited—20 papers in his lifetime). Found the "secret" of mass appeal — journalism moved from elite to popular readership

1.4 The Revolutionary Period (1889-1900s)

- **February 19, 1889 - La Solidaridad**
 - Peaceful social and economic reforms
 - Expose the real plight of Filipinos
 - Champion Liberalism and Democracy
- **January 1, 1896 - Ang Kalayaan (Katipunan's Paper)**
 - **DISINFORMATION** as a strategy: claimed printed in Yokohama, Japan; listed Del Pilar (in Spain) as editor.
 - Only **ONE** issue ever circulated (2nd printed but betrayed and burned)
 - Katipunan membership **SWELLED** from small circle to ~30,000 after that single issue
 - A demonstration of **MEDIA POWER**
 - One pamphlet = an army
 - January 1, 1898 - El Heraldo de Iloilo
 - June 20, 1898 - La Libertad (secret; suspended by Aguinaldo — no license)
- **September 3, 1898 - La Independencia**
 - **MOST WIDELY READ** of the revolution
 - Founded by General Antonio Luna and Fernando Ma. Guerrero; edited by brother Joaquin
- **September 28, 1898 - El Heraldo de la Revolucion (Aguinaldo's official organ)**
 - **LAST** to fall: La Independencia - January 1900, as American conquest completed

1.5 American Colonial Period (1898 - 1941)

- **1898 Manila Times**
 - First continuous **ENGLISH** daily (Thomas Gowan, Englishman).
 - Served American soldiers' info hunger

- Bought by Quezon in 1917, Roces in 1927, disbanded in 1930
- **1900 Manila Bulletin**
 - Oldest **EXISTING** paper today. Started as a **SHIPPING JOURNAL** (cargo manifests, port news)
 - Expanded to general news in 1912
 - Still running
- **1908 2 LANDMARKS**
 1. El Renacimiento sued for libel over "Birds of Prey" editorial vs. Dean Worcester (lost, fined, editors jailed, paper closed)
 2. Philippine Free Press bought for P1 by R. McCulloh Dick (became the country's largest circulation mag)
- **1920 Philippine Herald**
 - Quezon founded it
 - First **PRO-FILIPINO** English paper of consequence
 - Pushback against English press bias vs. independence
- **1925 Roces Empire**
 - Alejandro Roces Sr. - "Father of Modern PH Journalism"
 - Built: TVT chain: Taliba (Tagalog), La Vanguardia (Spanish), Manila Tribune (English, with Carlos P. Romulo as editor)
 - First true newspaper chain

1.6 Japanese Occupation (1941-1945)

OFFICIAL – CENSORED PRESS

- DMHM chain destroyed in Battle of Manila — first journalistic casualty
- Most editors **INTERNEED** or in hiding within 2 weeks of invasion
- ONLY Roces TVT chain (Tribune, Taliba, La Vanguardia) + Liwayway **ALLOWED** to print
- Japanese executive: published '**SOLELY** for the benefit of the Japanese state'
- **TWO CONDITIONS** for any publisher:
 - Secure military permit **FIRST**
 - Submit to **STRICT** military censorship
 - Violation = severe punishment (death)
- October 12, 1942 - Osaka Mainichi / Manila Sinbunya Corp took over all authorized outlets
- Controlled: TVT, Liwayway, Manila Shimbun, Shin-Seiki, Bicol Herald, Davao Nichi-Nichi
- Self-censorship was official policy, but censors checked every page nightly

- 1944 - Laurel created Board of Information to supervise all publicity.

UNDERGROUND – GUERRILLA PRESS

- The **OTHER** side of the news—truth the Japanese would kill to suppress
- Mission:
 1. Boost troop and civilian morale
 2. Warn against collaboration
 3. Fight occupation
- **PRODUCTION REALITIES:**
 - Usually **TYPEWRITTEN** or **MIMEOGRAPHED**
 - 8 ½ 11" single or double sheets
 - Edited by journalist-guerrillas in mountain hideouts
 - Smuggled from barrio to barrio at great risk
- **THE COST:**
 - Being **CAUGHT WITH A COPY** usually meant **DEATH**
 - Not just for carriers — for anyone found reading or hiding it
 - Printers and distributors lived every day knowing a knock on the door could be the last

1.7 Post-Liberation Years (1945-1972)

LIBERATION AND THE FREE-FOR-ALL

- February 3, 1945 Manila liberated = Press liberated
- Ended pre-war myth: "Newspapers must be million-peso corporations."
- ~250 papers sprung up overnight. Many were 2-page single-sheet flyers
- First post-liberation paper: **US OWI's MANILA FREE PHILIPPINES** (February-September 1945—free at first, then 5 centavos)
- **THE BIG GIANTS RETURNED/EMERGED:**
 - Manila Bulletin - modernized in 1947
 - Manila Times - revived by Roces family 1945
 - Evening News - Ramon Roces, 1945 (first afternoon daily)
 - Manila Chronicle - "The People's Newspaper"; Eugenio Lopez bought staff 1947
 - Philippine Herald - reborn April 1945
- **SMALL PAPERS DIED** – militant, dissenting voices perished in free-market competition:
 - Philippine Liberty News, Manila Post, Morning Sun, revived Tribune

VERNACULAR AND POPULAR MEDIA BOOM

- Ramon Roces resumed Liwayway (Tagalog) + sister publications
 - **BISAYA** - for Cebuano-speaking in Visayas and Mindanao
 - **BANNAWAG** - for Ilocano North
 - **HILIGAYNON** - for Panay and Negros (closed 1971; later revived as Bag-ong Yuhum)
- These were **NOT** 'news' in the Manila sense. They were short stories, poetry, serialized novels, advice columns, and komiks. They forged **NATIONAL LANGUAGE**.
- **1989s - THE COMICS-MAGAZINE EXPLOSION**
 - Illustrated komiks published out of Manila, distributed nationwide
 - Easy-to-understand, visual, emotional

1.8 The Martial Law Days (1972-1986)

SEPTEMBER 21, 1972 – THE SHUTDOWN

- ALL papers and broadcast stations CLOSED overnight — the “oligarchic press” ended in a single day
- LOI No. 1: Press Sec + Defense Sec take over ALL mass media
- **KEY DECREES**
 - PD 33 - ban anti-government printing
 - PD 90 - “rumor-mongering” = crime
 - PD 1737 - close “subversive” media
 - PD 1834/35 - heavier penalties for rebellion/sedation (secret 1981)
- **REGULATORY BODIES (musical chairs):**
 - MCC (1972)- MAC (1973)- PCPM &
 - KBP(Kapisanan ng mga Broadcasters ng Pilipinas) (1974) - all licensed by state
 - Self-regulation = state-approved

THE “CRONY PRESS” - 1972-1986

- Only Marcos loyalists permitted to publish. Major outlets in hands of relatives and friends:
- **Bulletin Today (Revived Manila Bulletin)**
 - Owner: General Hans Menzi (Marcos aide-de-camp)
- **Time Journal**
 - Owner: Benjamin “Kokoy” Romualdez (Imelda’s brother)
- **Daily Express**
 - Owner: Roberto S. Benedicto (Marcos family friend)
 - Also controlled 3 TV Channels
- **ABS-CBN seized from Lopezes:**
 - One channel became GTV-4 (official government station)
- **FUNCTION OF THE CRONY PRESS:**
 - Praise Marcos projects

- Ignore corruption/protests
- Manufacture consent for dictatorship

THE ALTERNATIVE PRESS

- Truth cannot be shut down forever. By late 70s–early 80s, independent voices re-emerged—small, brave, constantly harassed:
 - **WE FORUM** - Letty Jimenez-Magsanoc (shut down; she was jailed)
 - **MR & MS** - Eugenia Apostol
 - **Pahayagang Malaya** - Jose Burgos Jr.
 - **Veritas** - Catholic Church
 - **Ang Pahayagang Malaya**
 - **WHO** - student and underground papers
- Ninoy Aquino’s assassination (August 21, 1983) was **INFLECTION POINT**. Crony press called it a ‘communist plot’; people saw the body. Trust in official media **COLLAPSED** overnight. Alternative press circulation exploded – the public voted with their 50 centavos.

CHAPTER 1: The Philippine Press: Core Principles

1.1 VALUES AND ELEMENTS

News Values - criteria journalists and editors use to determine which events and information are worthy of publication or broadcast. The invisible filters that shapes our reality.

- ❖ Also called: news worthiness factors (things to prioritize)
- ❖ Journalists act as ‘gatekeepers’
 - Interesting stories
 - People will read
 - Recognizing the target audience
- ❖ More value hit = bigger story
- ❖ Not universal—culture changes them
- ❖ **Traditional News Values**
 - **Timeliness:** news perishes, fresh = news worthy
 - **Proximity:** nearer to audience = more important
 - **Impact:** how many are affected, how deeply
 - **Prominence:** powerful and famous people makes news
 - **Conflict:** struggle creates dramatic narrative
 - **Novelty:** unusual (‘man bites dog’ principle)
 - **Human Interest:** emotion, empathy, inspiration

- **Currency:** riding the wave of public agenda (Piggy Bank Ride)

❖ Scholarly Frameworks

- **Galtung & Euge (1965)**
 - 12 news values in 3 groups
- **Harcup and O'Neil's Updated Taxonomy (2001, Updated 2017)**
 - Digital update – 15 recorded values
- **Digital Shift:** shareability and clickability now matter
- **Metrics:** Audience data changes, editorial calls

❖ News Values in Digital age

- **Speed** often beats accuracy now
- **Virality** overrides traditional criteria
- **Visuals** required for any coverage
- **Algorithms** fragment shared reality
- **Metrics** shape editorial priorities

Elements of News - the essential components that every complete news story must contain to be accurate, comprehensive, and meaningful

Informational Elements: The Five Ws and One H (5Ws+H)

Chauhan (2015) and Singh (2022) both identify the Five Ws and One H as the foundational informational elements of any news report. These six questions must be answered for a story to be considered complete. Rudyard Kipling immortalized theme in verse:

"I keep six honest serving-men (They taught me all I know) Their names are What and Where and When and How and Why and Who."

1. WHO

- Identifies the people involved in the story (protagonists, sources, victims, perpetrators, witnesses, and experts.)
- "Who" answers: Who did it? Who was affected? Who said it? Who benefits? Who loses?
- In journalism, individuals are identified by full name, age (when relevant), occupation, and residence.
- Anonymous sources are used only when necessary and must be clearly labeled.

2. WHAT

- Describes the central event, action, or issue that constitutes the news.
- "What" is the core of the story.
- It is the reason it is being told. It answers: What happened? What is the

issue? What are the facts? What does it mean?

- The "what" should be clearly stated in the first paragraph (the lede/lead) of most news stories.

3. WHEN

- Places the event in time.
- "When" answers: When did it happen? When will it happen? When was it discovered? When was the decision made?
- Precision matters (dates, times of day, and temporal sequences) help readers orient themselves.
- In breaking news, recency of the "when" directly relates to the news value of timeliness.

4. WHERE

- Locates the event geographically or institutionally.
- "Where" answers: Where did it occur? Where is the problem? Where will the meeting be held?
- Fleming et al. (2006) note that "where" connects directly to the news value of proximity.
- A story importance often correlates with how close it is to the audience.

5. WHY

- Explains the causes, reasons, motivations, and circumstances behind the event.
- "Why" answers: Why did it happen? Why does it matter? Why should the reader care?
- This is often the most difficult element to establish definitively and may require investigative work.
- In hard news, "why" may be tentative or unknown initially, emerging as the story develops.

6. HOW

- Details the manner, mechanism, or process by which something occurred.
- "How" answers: How did it happen? How was it done? How will it be implemented? How does it work? How much did it cost?
- The "how" often includes quantitative dimension (numbers, amounts, procedures, and sequences of action.)

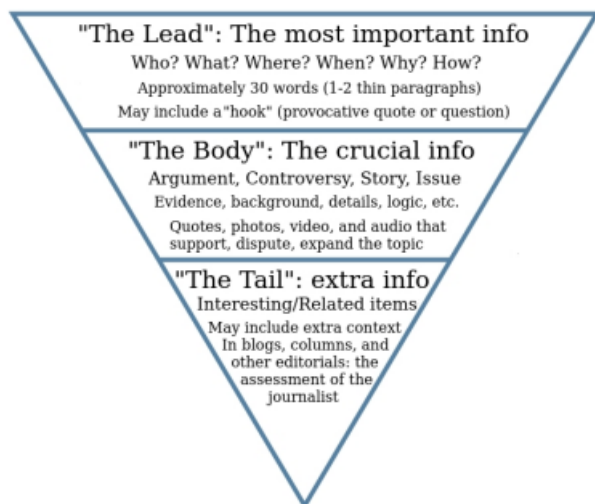
Important Note on the 5Ws+H:

- In a hard news story, the most important Ws (usually Who, What, When, Where) appear in the lede/lead (opening paragraph), while Why and How are explained in subsequent paragraphs.
- Not every W carries equal weight; the most newsworthy ones lead
- A story missing any of these elements is considered incomplete and may require further reporting before publication
- Sometimes a seventh element is added: "SO WHAT?" articulating the significance and relevance to the reader

1.2 NEWS STORY'S STRUCTURAL ELEMENTS

The Inverted Pyramid

It is the dominant organizational structure for hard news stories. It places the most important information at the top and arranges remaining details in descending order of importance.



Lede/Lead paragraph

- Answers the most important Ws+H; summarizes the entire story. It allows reader to grasp the news quickly; if they stop here, they still know what happened.

Body paragraphs

- Key details, evidence, quotes from sources, context, explanation of Why and How. It provides depth and evidence; readers stopping here understand the story fully.

Background, tangential details, minor quotes, future outlook

- Least essential information; editors can cut from the bottom without damaging the story's core.

Advantages of the Inverted Pyramid

- **Reader-friendly:** Busy readers get the gist quickly
- **Editor-friendly:** Stories can be trimmed from the bottom to fit available space without rewriting
- **Writer-friendly:** Forces the reporter to prioritize facts ruthlessly

The **lede** is the opening sentence or paragraph of a news story. It is the most important writing decision a journalist makes. A good lede:

- Contains the most newsworthy information (usually 3-4 of the 5Ws+H)
- Is concise (typically 20-35 words)
- Captures the reader's attention
- Establishes the story's tone and angle

TYPES OF LEAD

- **Summary Lede**
 - Directly summarizes the most important facts; standard hard news lede. This is best used for breaking news, politics, crime, disasters.
- **Narrative Lede**
 - Begins with a specific scene, moment, or anecdote before revealing the border story. Best for features, profiles, long-form journalism.
- **Descriptive Lede**
 - Paints a picture with sensory details to draw the reader in. Best for human interest, lifestyle, arts stories.
- **Question Lede**
 - Opens with a provocative question that the story will answer. Best for Explanatory journalism, trend stories.
- **Quote Lede**
 - Leads with powerful, surprising, or revealing direct quotations. Best for profiles, interviews, opinion-adjacent news.
- **Delayed-Identification Lede**
 - Describes action or situation first, names the person later. Best used when the person is not yet famous or the action is more interesting than the identity.

Common Lead Errors

Singh (2000) and Chauhan (2020) warns against:

- **Burying the lead:** Putting the most important fact in the middle or end
- **Cluttered leads:** Trying to cram too many details into one sentence

- **Opinionated leads:** "It is so wonderful that..." or "Sadly..."
- **Questionable questions:** Asking obvious or trivial questions
- **Cliche leads:** "In a world where..." or "When one thinks of..."

The **nut graf** (or "nutshell paragraph") is the paragraph that explains why the story matters. It typically appears after the lede (often the 3rd to 5th paragraph) and answers the reader's unspoken question: "So what?"

The nut graf:

- Places the story in context
- Explains the broader significance
- States the central point on thesis
- Connects the specific event to larger trends or issues
- Tells readers why they should invest their time

Attribution is the journalistic practice of identifying the source of information. It is essential for credibility and transparency. Singh (2022) states that every fact, claim,, or opinion in a news story that is not the journalist's direct observation or common knowledge must be attributed.

Forms of Attribution

- **On the record:** Source's name and title can be used. This is the preferred standard.
 - "The economy will grow by 5% this year," said Finance Secretary Juan dela Cruz.
- **On background:** Information can be published but the source cannot be named by name or specific title.
 - A senior government official, speaking on condition of anonymity, confirmed the policy shift.
- **Off the record:** Information cannot be published at all; it is for the journalist's understanding only.
- **Not for attribution:** Information can be used but with a generic description only.
 - According to a source familiar with the negotiations...

Attribution verbs: Journalists use neutral verbs: said, stated, reported, noted, explained, added, confirmed, denied, announced. Avoid loaded verbs that imply judgment: admitted, confessed, claimed, bragged.

The **headline** is the reader's first point of contact with the story. It must summarize the story, capture attention, and fit the available space.

FUNCTIONS OF A HEADLINE

1. Summarize the story accurately
2. Attract the reader's attention
3. Index the news (help readers find what interests them)
4. Express the relative importance of stories (through size and placement)
5. Reflect the publication's tone

QUALITIES OF A GOOD HEADLINE

- **Accurate:** Never mislead or sensationalize
- **Specific:** Uses concrete nouns and active verbs
- **Concise:** Fits the column width; typically 5-12 words
- **Active:** Uses present tense for immediate impact ("Senate passes bill" not "Bill was passed by Senate")
- **Complete:** Contains a subject and verb (implied if not stated)

OTHER STRUCTURAL ELEMENTS

- **Dateline**
 - It tells readers where the information originates, and it signals that the reporting was done on location.
- **Byline**
 - It typically includes the reporter's name, little or beat, and sometimes contact information. It builds accountability and allow readers to associate work with specific journalists.
- **Kicker**
 - A short, catchy phrase above the main headline that provides context or teases the story.
- **Deck/Subhead**
 - A one-or-two-line summary below the headline expanding on its meaning
- **Pull quote**
 - A key excerpt from the story enlarged and displayed in the margin to draw readers in.
- **Sidebar**
 - A companion story that provides background, statistics, or related information separate from the main narrative.
- **Ending/Kicker**

- The final paragraph, which may provide a forward look, a memorable quote, or a circular reference back to the lede.

QUALITIES OF GOOD NEWS

- Accuracy
- Clarity
- Brevity
- Completeness: 5Ws + H

INFORMATION AND SOURCE MANAGEMENT

What does "information needs" mean?

- Who is my audience and what do they need to know?
- Not enclosed
- From "what is interesting" to "what is important"

Market-driven

Focus: What audiences click on or find entertaining
Question Asked: Will this go viral?

Journalistic

Focus: What audiences need to make informed decisions
Questions Asked: Will this help people understand their world?

Socio-cultural change

Focus: What marginalized communities need to assert their rights, preserve culture, or improve lives
Question Asked: Will this advance equity and cultural dignity?

Information Gaps in Cultural Communities

In the Philippines' context, many indigenous groups, Moro communities, and urban poor sectors suffer from information poverty. Their concerns are rarely reported, and when they are, they are often stereotyped or framed only as "problems."

- Example:
 - *Wrong approach:* Reporting only on indigenous groups during "cultural shows" or when there is conflict with settlers

Fleming et al. (2006) emphasize that good journalism listens to audiences first. Before reporting on a cultural community, a responsible journalist identifies:

1. What issues the community itself considers important
2. What information they currently lack
3. How information can be delivered in ways they can access and understand

1.1 TYPES OF SOURCES

1. Primary Sources

- These are firsthand, direct sources of information. They provide the raw material of journalism.
- The backbone of credible journalism because they bring the reporter closest to the truth.
- For cultural reporting, primary sources especially community members themselves, ensure that stories are told from the inside, not just observed from the outside.

2. Secondary Sources

- These are secondhand accounts. They are the information that has been processed, analyzed, or interpreted by someone else. They provide context, background, and verification.
- They should be cross-checked against primary sources whenever possible, because they may contain errors, biases, or outdated information.

Routine vs Cultivated Sources

- **Routine sources:** Official channels that regularly produce information. These are easy to access but may reflect only the "official" view
- **Cultivated sources:** Trusted individuals in communities whom the reporter builds a relationship with over time. These are essential for cultural reporting, as they provide access to voices that are not usually heard.

EVALUATING SOURCE CREDIBILITY

Not all sources are equal. Before using information from any source, you must evaluate its quality. Use these four criteria:

1. **Authority:** Does the source have expertise, position, or direct experience on the topic?
2. **Accuracy:** Is the information verifiable, specific, and factually correct?
3. **Bias/ Independence:** Does the source have any motive, interest, or agenda that might slant the information?
4. **Currency:** Is the information up-to-date relative to the story?

EVALUATING SOURCE CREDIBILITY

Step 1: Preparation

- **Background yourself:** Read about the community;s culture, history, and current issues before the interview. Never walk in completely ignorant. It shows disrespect.
- **Define your objective:** What specific information do you need?
- **Request permission:** Ask the community leader or elder first before interviewing individual members. In many indigenous cultures, you cannot simply approach individual without community consent

Step 2: Formulating Questions

- **Types of Questions**
 1. **Open-ended:** Encourages detailed, narrative answers; best for cultural stories
 2. **Closed:** Elicits specific facts or yes/no answers; use sparingly
 3. **Follow-up:** Probes deeper into a previous answer
 4. **Leading (AVOID):** Suggests the answer you want; biased and unethical

Step 3: Conducting the Interview

- Build rapport first: small talks, introductions, explaining your purpose
- Listen more than you talk
- Take notes but also maintain eye contact
- Observe non-verbal cues: if the person becomes uncomfortable, move to another topic or stop
- Thank the person afterward

Step 4: Source Protection

- Harcup (2015) discusses the ethical duty to protect sources who may face danger for speaking out. In socio-cultural reporting, a community member who criticizes powerful interests may face retaliation. You must:
 - Discuss anonymity upfront if needed
 - Never reveal a confidential source
 - Understand the risks your source may face

"Good journalism does not just report about communities — it listens to them, respects their voices, and helps create the conditions for their stories to be heard." — Adapted from Harcup (2015) and the principles of development communication