

How is the Environment Framed in the Philippines in the Two Quarters of 2024?: A Corpus-Assisted Study on Public Online Articles

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Abstract

Discussions on the environment are frames of stories. This study analyzed the environmental framing of online articles in the Philippines using a corpus-assisted approach. It employed a descriptive method using AntConc and 50,495-token were produced. The findings revealed that environment is perceived as its actual meaning which refers to nature and surroundings. Although scholars argue the definition is not fixed and depends on context. Linguistically, the environment appeared as a physical space and concrete. There are derived terms from the environment that are semantically rooted in it, namely: environmental, environmentalist, environmentalists, and environmentally. The frequent associated terms to environment are waste, climate, government, water, city, energy, local, change, management, sustainable, plastic, resources, natural, development, communities, mining, pollution, efforts, people, and global. These words are found in the top 100-frequent term in the corpus. The environment is also framed into eight frames according to Gamson and Modigliani wherein these frames were presented in the statements from the articles. These frames as mentioned are social progress, economic development, morality, scientific uncertainty, runaway science, public accountability, alternative paths, and conflict. While environmental knowledge is seen in the articles, it is noticeable that the environmental deep issues are not evident in these frames.

Keywords: *frame, environment, corpus-assisted, ecology, story*

Introduction

The current conditions experienced worldwide on the changes of the climate, the disposal of waste management, the destruction of natural resources, sustainability actions, reforestation, and others have emphasized the critical discussions on the environment. Understanding how it is presented in the text media, particularly online, has constructed the ongoing stories on the natural and the artificial spaces while continuously learning the cause and effect of the changes. What appeared to the very eyes of the news consumers about the environment is a frame of the story.

Frames are bits of information stored in the memory and a mental structure. It brings a clear image of how people view the world through words, phrases, or even pictures. Hence, what people hear become reality and common sense (Underhill, 2018). As news and other compositions bring mental constructs to the readers, their implication to the human brain and perceptions shape behavior. Lakoff (2010) mentioned that

framing the environment is everywhere in the news. People consume news daily talking about how wildlife conservation and climate change have been going in society, however for sensitive framing of environmental texts one would notice something is missing and the information is limited only to the favored notions. All the frames are neurally activated in cognition. No one can avoid the frames in the cerebral circuit which means the ideologies that are embedded in minds and dominating are the frames highly activated. Needless to say, the discourse about the environment in current times is the frame transmitted. Underhill (2018) added that framing is not just words but an aspect of communication.

Environmentalism as defined by Lele et al. (2018) is the activity that promotes environmental protection. It is an advocacy that limits the negative effects of human activities on the environment. This is also associated with different social and political movements that promote environmental philosophies and practices (Davies, 2020). It also discusses the positions of environmentalists (e.g. environmental journalists), how this subject is

being essentialized, and how the future is being affected (Lele, 2018). Given the point of view of the environmentalists per se, it is worthy to explore the environmental frame in the online articles. It would determine how the environment is projected.

Frame Theory is a principal paradigm in communication studies and can be used to describe environmental issues particularly problems in climate change, environmental degradation, and resource shortages. It can be interpreted as the story lines which communicatively account what is at stake in the society. Moreover, these are values-systems cognitively as how people would respond to the key issues (Goodbody, 2010; Scheufele & Tewksbury, 2007).

In the Philippines, biodiversity is rich, and natural resources are abundant. It is one of the sources of the economy, particularly the tourism and fishing industry. Due to this, the environment is of concern in the news streams and how it must be protected. However, protection of wildlife and maintaining the natural landscape are not the only issues associated with the environment. Anything associated with the environment is pragmatically essential in deeply understanding the ecological dynamics. The different news platforms online in the country have accommodated discourses on the current status of the environment. As the country takes pride in its natural biodiversity, environmental issues are obviously a concern.

On the other hand, whilst the media has seen the platforms on environmental discourses, the role of media in transcending the issues in the environment, particularly climate change is significantly bearing the truth of science. This brings the concern of how the media covers climate change. It is through the introduction to the key concepts of environment that would allow the writer to present the story well (Robbins & Brereton, 2016). Linking the ability of the writer to comprehend scientific facts delivers an accurate frame.

This paper attempted to discuss how the environment is framed in the Philippine context by using the corpus linguistic-driven approach because framing is basically a language that encompasses stories that are perceived by humans. Whilst this serves as the spectrum of discussions, the following guide queries are presented:

1. How is the word environment used lexically?
2. What are the most common words associated with the environment?
3. How is the environment framed in the online articles?

With these queries, understanding the environmental issues in the Philippines would open other spaces for discussions on what are the

inclusive realities that these media expose to society and what is not included. However, this would not touch further on the aspects that are not included in the environmental frame presented in the write-ups of the environmental advocates.

Related Literature and Studies

Framing of stories is not only one frame but a system of frames wherein one frame activates the other frames and eventually emerges an image of ideology. It also involves the emotion that drives rationality. Without emotion, one cannot identify what he wants because everything is meaningless. In the simplest explanation, every clear idea that exists and depicts is a form of frame. Real reasons as it is called, the way someone makes reasons might be different from the reasoning of others. For instance, when someone tells that he is not a scam however others know him as a scammer. Therefore, the frame is also based on reasoning and how it exists in the schema of humans. Real reasons are unconscious, emotional, logical, physical, and various. Making sense of frames to the frame system of a person must happen to actually believe it, or else it is ignored. Communicating it properly is a key to understanding the complexities and the situationship of the facts that are needed to be senseful. Given an example of global warming, many people do not have concepts in mind that will be built for more periods of time. To frame environmental concepts, teaching and explaining the destruction of the natural world is alarming and a moral imperative is necessary (Lakoff, 2010).

Lele et al. (2018) in their paper 'Framing the Environment', discussed the internal barriers to the progress of environmentalism. People used the problem framing to explore the differences and expansion of potential problems. They divided these problem-framing explorations by points. First, the primary divisions of environmental perspectives lie in the normative dimension and descriptive dimension. This evokes the 'knowability' of these activists about the world. Second, the consideration of human well-being after sustainability, equity, and diversity. Third, the amenability of people to multidimensional framing on how can be best analyzed the environmental problems. Fourth, the academic structures that aid the mutual unintelligibility of perspectives. Fifth, integration via praxis to adequately bridge the different scholars and practitioners of different fields. Sixth, the multi-dialogue on environmental research to further understand environmentalism. Moernaut et al. (2017) have argued that frame does not account for all types because there is the nature of framing. Adding depth and breadth to the research on framing would show that subframes are

underlying the general concept of environment specifically climate change.

The thesis of Ford (2010) has tackled the framing of environmental behavior in social media. He examined the data from the 69 respondents and found that economic-frames are not yielding an action on environmental behavior compared to the social norms. He suggested that to clarify further the investigation on this particular method of studying the frames, higher quality, and interactive web page campaigns can truly assess the potential of the methodology.

Communicating the climate change is increasingly used to encourage people to do a sustainable behavior that allows alleviation of the worse condition of the environment and prevent the impact to them. The study of Spence and Pidgeon (2010) have found superior positive attitudes on climate change mitigation.

Murray (2020) studied the frame on climate crisis which particularly concentrated on the action initiated by Greta Thunberg. Based on the movement that has caught the attention of the people globally, she identified three frames from this, namely: crisis frame, parental frame, and hierarchical frame. Due to this coherence within her, this contributed to the emphasis of her self-efficacy that allows her to attract people in her cause.

Debates on the link between economic, social, and environmental sustainability have been tackled by Emilsson et al. (2020). According to them, the well-being and living standards need to be understood in relation to environmental issues. They found that protesters supported the environmental frame before the economic frame. The explanation of the support for the protest is based on the social characteristics particularly gender and the ideological orientation of these people. Disputes and problems concerning how to handle climate change have questioned protesters if the environment should be prioritized and the individual's welfare should be subordinate. The answer is that welfare must not have been too impacted by the protest.

In the paper of Rebich-Hespanha et al (2015), the news coverage touching climate change has been advanced for many decades. However, they pointed out that framing through the use of visual imagery has remained fragmented. They analyzed 350 images, 200 news articles, and 11 magazines between the years 1969-2009. The dominant image frames were reflected in the images and brought public discourse on climate change. Nonetheless, the imagery that appears salient has shown categories such as people, aspects of science, geographic regions, and spheres of activity.

Dasandi et al. (2022) in their study on 'Positive, Global, and Health or Environment Framing Bolster Public Support for Climate Policies' and compared these to five countries, they found that positive frame, health and environment frames, and global and immediate frames bolster the public support. Among the different groups, they revealed that positive and health frames have increased in the likelihood of supporting the climate policies which calls for shifting policy for different audience groups.

While climate policy is important in communicating environmental issues, Anderson et al. (2013) it is also part in the framing that is the moral framing that is eliciting moral reactions that use people's emotions. It can act as a mental shortcut and individuals would be responsive to the frames at their level of knowledge. They mentioned also that frames change over time and the presentation of the frames consistently employs images and language that focuses on conservation is still resonating. By reviewing the evolution of environmental framing, one can learn how this shaped society.

Methodology

Research Design

This study employed both qualitative and quantitative methodologies. Descriptive method was used and corpus analysis (corpus-assisted) was applied to digest the data and interpret it. A corpus analysis uses texts corpus to analyze the natural language through software (Tarat et al., 2021).

Selection Criteria

The articles were selected based on the following criteria: firstly, the article is about environment or environment-related. A careful review of the news articles and their content relevant to the analysis of data was made. Moreover, the headlines or titles in the articles do not necessarily contain the word environment, it is screened according to their theme. Scanning (reading review) was applied to ensure that the basis or judgment did not rely on the headlines but more on the meat of the article per se. These public websites where these articles can be found are reliable and consumed by internet surfers. Consideration of accessibility was also included in this first criterion. Secondly, it is related to the Philippine context to ensure the specific frame. The locale of the study is the Philippines and should also be the parameter in delimiting the articles, particularly that of the writers of the articles. As it was mentioned in the previous subheading, the writers must be Filipino and most probably residing in the country or particular in

environmental journalism, as the least. Hence, the stipulated names as byline writer were also searched; and, in the case of text without the specific writer, the validation was based on the data where these were taken. The corpus of words summed is 50,495-token.

Data Collection

The corpus of texts was gathered online on various platforms primarily with the news websites that are known and consumed by most of the audience or have a wide readership status. These news websites are Philippine-based because the writers also must be Filipinos and not foreign writers. There were 82 articles on the environment collected that were written during the first two quarters of 2024. Allocation of a certain period of time was estimated to have ample time to scrutinize each news site.

Data Analysis

To run a corpus analysis, the AntConc was used since this deals only with the basic corpus analysis. Collocations and associations were used to extract problem 1 and problem 2. The eight frames in the environmental discourse based on Gamson and Modigliani (1989): social progress, economic development, morality, scientific uncertainty, runaway science, public accountability, alternative paths, and conflict were used in problem 3 to classify the frames in the articles.

Results and Discussion

This section presents the data and the analysis and interpretation. The main frame being focused on here is the environment. The

environmental aspects as it communicated through a text language represent the schema that is within the neural circuitry (Lakoff, 2010).

The Lexical Item Environment

The term environment is accordingly defined in the Cambridge Dictionary as the air, water, and land in or on which people, animals, and plants live (nominal linguistically). It usually refers to the natural surroundings and it covers the physical words that surround within (Kumar, 2018). This signifies that the environment is described from the outside perspective lens as what is in the surroundings. This could cover the human as the environment in this essence. According to Tancredi (2023), the environment has a fundamental role in shaping the conditions where organisms thrive, adapt, and evolve. It is the home where the interaction of the different ecological components meet and dwell together. It is the habitat that is composed of elements that shape the planet where everything gets in. Kumar (2018) further states that the etymology of the environment is the surroundings, material and spiritual, that influence the growth and development of a living being. It can mean the complex social and cultural conditions which affect the individual community. In the context of a human being, it is the sum of all the social, biological, physical, chemical, or economic factors that constitute the surroundings of a man.

Looking at the environment in the schema of the environmental advocates in their articles online, the term environment is used and mentioned 168 times in the corpora of 50,495 as nominal and adjective. Some examples are shown in the following table.

Table 1

The Word Environment through Left Context

Left Context	Token
How can we harness popular religiosity in caring for the environment? Given that the Catholic religion also teaches care for the environment persuade the devotees more effectively to care more for the environment, need to evoke good feelings about doing good for the environment fervor with a personal and collective commitment to save our environment. experience and inspire them to be good stewards of the environment. “ way of helping conserve it and our water resources. Keep environment reminded the public to maintain cleanliness and protection of the environment as these materials are deemed harmful to health and the environment. “ Some of which may even end up polluting the marine environment concrete ecological actions” that can be taken to save the environment. actions” that can be taken to save the environment. Pro- environment Tolentino added. The group pointed out that keeping the movement environment- Member Jamie Aumentado Villamor, chair of the PB committee on environment m. to noon. But the DENR has stopped collecting the environment	

It can be gleaned that the environment is mostly used as a noun in the right context. It is sometimes used as a compound word to certain words (e.g. world, Philippines) or linguistically termed as collocations. It can also be used as a prepositional phrase. The term environment can also be a subject and object in the sentences. Semantically, the word environment appears singular and can be countable and uncountable. Hence, the description of the environment is deeply understood by the recognition of every entity in the space at the same time, it can be seen as a collective form of the entities.

It can be observed the environment is situated ahead before the sentence constituents. This gives an implication that it is used as nominal. It is also observable that when the environment comes before another word, it can become an adjective. Compounding words are present in the data. In the same case, the environment serves as a singular, countable, or uncountable noun.

Looking at established dictionaries such as the Cambridge, Merriam, and Oxford dictionaries online, it is commonly defined as a space that consists of elements that exist physically. The primary ideology of the environment is a concrete area for every physical thing or matter. This is why nature and surroundings are the first keywords for the environment. Kumar (2018) argued that there could be no more than one definition of environment because it is arguable or debatable and functions variously in the fields where it is used.

The Department of Environment and Natural Resources (DENR) is obviously the

dominant term where the environment is detected. The DENR is always mentioned in the pragmatics of environment in the articles because it administers the environment-related works of the government in the Philippines. Other derivative forms of environment that are also commonly used in the articles are the word environmental (190 tokens), environmentalist (3 tokens), environmentalists (2 tokens), and environmentally (10 tokens).

Derivation is a formation of adding morphemes to a word. This is specifically the affixes being added to the word to create a new word or classification (Cao, 2023). To identify something related to activity relating to the environment, a derivation of nouns into adjectives promotes a type of description that has to do with the orientation of the environment. In fact, the word environmental is used more than the environment. It signifies the importance of influencing the semantics in the syntax to specifically pin the word environment on it. Furthermore, as an adjective modifies words it can also give specified meaning. Another derived term has been found in the corpus data, the environmentalist. This refers to a person who advocates whether his job description or work is associated with the environment. There are five tokens found there and it describes both singular (environmentalist) and plural (environmentalists) forms of the derived form. Lastly, it can also be derived into adverbs. Ten tokens have been found in the corpus. An adverb can add emphasis on certain aspects being mentioned in the articles and

Table 2

The Word Environment through Right Context

Token	Right Context
<p>environment. Pro-environment group calls for litter-free Bagong Pilipinas environment group calls for litter-free Bagong Pilipinas rally By: environment- friendly is also in line with the Department of environment and natural protection, led local officials in an on-environment users fee since last week, said Villamor. Victor Garay, environment and safety measures at mining sites,” Cuna said. He environment until the situation can be properly assessed and remediated,” environment and natural resources governance particularly in increasing their capacities environment to include empowerment and inclusivity, as she highlighted the environment- friendly principles, resource consumption reduction, and local community involvement. environment and water resources department, said that the groundwater potential environment. The environmentalist couple’s YouTube channel, which has over 15,000 environment and other creatures will eventually come back to us, environment and socioeconomic conditions resulting partly from the cumulative and environment scorecard, the country records an annual mean of 24 micrograms</p>	

so do environmentally in the texts. Unfortunately, environmentalism is not found in the corpora.

Associated Terms Related to Environment

Chakrabarty et al. (2020) discussed in their chapter article the notion of understanding environmental science wherein there is a subjectivity and an objectivity of interrelated terms in various areas. They have found relevant words that are functional with the term environment. The

corpus used in this study also identifies the frequently related terms for the environment. The following tables enumerate the tokens associated with the subject matter.

Among the 82 articles and 50, 495 tokens, these words have manifested dominant among associated terms to the environment. The top twenty words are under the top 100 terms in the corpus and since most of the top lexicons are function words, they are directly eliminated as they

Table 3

Derivative Form of Environment

Left Context	Token	Right Context
a report from the Department of Environment and Natural Resources-	Environmental	Management Bureau Region 3 (Central Luzon) that there are two
A Press for the Planet: Journalism in the Face of	Environmental	Crisis.” Chile and Unesco are this year’s hosts.
to public apathy and lack of political support and action.	Environmental	journalism may not seem as daunting as covering a
the discussion, “Ensuring Sustainable Mining Practices: Leveraging EESG for Socio-economic,	Environmental,	and Disaster Risk Reduction Programs,” where I shared how
EESG become a relevant contributor to national growth and development.	Environmental	menace Philippine Daily Inquirer / 05:03 AM February 24, 2024 More than the
affecting our climate. Indeed, Justice Douglas deserves the title "premier	environmentalist"	accorded him by colleagues in awe at his life
on matters concerning the planet—a task that influencer and	environmentalist	Celine Murillo does even on regular days. With her
the country and share interesting lessons about the environment. The	environmentalist	couple’s YouTube channel, which has over 15,000 subscribers, feature
for loggers and ranchers on one side, and inhabitants and	environmentalists	on the other. Yes, Virginia, press freedom has a
facing massive public and civil society opposition. Communities, organisations and	environmentalists	in Batangas, a hotspot of fossil fuel expansion, conducted
stands as a beacon of innovation and sustainability, demonstrating that	environmentally-	conscious business practices can pave the way for a
The DENR should make sure the alternative waste facilities are	environmentally	compliant," Rodriguez said. "The mandate of DENR is to
crisis" should the planned landfill closure materialize in October. The	environmentally	compliant Metro Clark Waste Management Corp., operator of the
government unit in their journey towards a climate-resilient and	environmentally	safe future," she added. Lucci, meanwhile, said Prime Infra
biodiesel blend means displacing imported petrochemical fuel with locally produced,	environmentally-	friendly, and sustainable fuel,” the company said. It added

are not specific or related to environment as a subject. This would contend that the common terms used in communicating and subjecting the environment are related to what is the demand in the environmental issues. It can be noticed that the term waste is the most frequent among these top tokens. It was reported that the waste problem in the country is predicted to increase by about 24.5 million tons by 2040 which is considerably a dilemma in the country (Mantaring, 2024).

Climate comes second as the most mentioned term. Temperature, humidity, and rainfall are the elements that usually look into the climate. In the Philippines, tropical and maritime are the climate which means there is a high characterization of temperature, humidity, and abundant rainfall (PAGASA, 2024). This means that climate also is a serious matter in the environmental discussions. The country

experiences excessive periodic droughts after rainfall in the summer months and winter. Unequal temperatures in regions exist and most of the heavy rainfall occurs in the eastern regions. (Climate Change Knowledge Portal, 2021). Government is the third most mentioned term. In this respect, it has been seen in the context that the government has a very crucial role in the environment and the campaign towards this. Water is the fourth most frequently used term. Despite the abundance of water, the country has experienced stress on this matter (Senate Economic Planning Office, 2023). The recent shortage of supply of water especially in urbanized cities is an indication that they are scarce and the environment is probably abused due to uncontrolled consumption of water. City comes fifth on the list. The development of the city and the change of municipality to city is an indication that the Philippines is gearing towards high

Table 4

Associated Terms for Environment Based on the Corpora

Token	Rank	Frequency	Range
1. Waste	21	232	1
2. Climate	24	195	1
3. Government	33	148	1
4. Water	35	137	1
5. City	39	131	1
6. Energy	41	121	1
7. Local	43	115	1
8. Change	45	109	1
9. Management	51	102	1
10. Sustainable	54	95	1
11. Plastic	55	94	1
12. Resources	57	90	1
13. Natural	65	75	1
14. Development	66	72	1
15. Communities	81	63	1
16. Mining	81	63	1
17. Pollution	81	63	1
18. Efforts	88	60	1
19. People	88	60	1
20. Global	90	59	1

urbanization. The city is mentioned to be significantly linked with the environment since city development creates a more built environment and decreases natural habitat as a consequence.

Energy is the sixth most frequent token. Energy consumption has been reported as challenging to cater to the demands (Balita, 2024). The rise in fuel prices has caused difficulty in the budget of the people and industries that use fuels. However, the shortage and price hike did not stop people from buying it and the consistency of consumption leads to continuous contribution to the environmental tragedy. Local is the seventh and used as a community, within the country, or indigenized. Change comes eighth in the list. This term significantly points to what must be new in the system. This is commonly collocated with climate in the corpus. Management is the ninth most frequent token. This is to control something in the context. Based on the corpora, this word is usually used for environmental activities and names of groups under an organization. The tenth token is sustainable. It is seen as a positive action towards saving the environment. These terms are usually collocated with developing, affordability, raw materials, future, solutions, etc.

Plastic is the eleventh most mentioned token. This is related to waste and one of the problematic materials in the degradation process. It is usually collocated with packaging, bags, products, etc. that are considered with this material. Resources come twelfth. Aside from the acronym DENR, other terms that are heavily associated with this are water, energy, management, nature etc. The terms that are mentioned are also top tokens related to the environment. Natural comes thirteenth. This term is found to be collocated with resources, habitat, and wealth. Development is the fourteenth. The terms that are associated with it are economic, sustainable, skills, social, community, plans, practices, etc. This also brings positive remarks to the discussion on the environment because it promotes solutions and minimizes problems or effects. Fifteenth is community. This definitely refers to the people who are affected by the results of environmental changes or the destruction of the environment that leads to scarcity and crisis.

Mining is at the sixteenth spot. Though meaning might be negative on the schema of the people, however in the corpora this term can also be positive and neutral. For instance, it is collocated with responsible, restrictive, compliance, etc. This can even bring a positive outlook because mining can be operated moderately. Pollution is the seventeenth token. It is directly attached to its type such as noise, water, marine, air, and plastics. Efforts come eighteenth. This collocatively functions with words

extensive, collaborative, reforestation, conscious, conservation, reclaiming, huge, advocacy, ongoing, sustained, etc. The totality of works that produced an impactful outcome is how efforts are semantically described in the corpora. People are nineteenth tokens. It is described as an actor in the proliferation of the environment at the same time the root- cause of the damage to natural habitats and invasive species on Earth. Global is the twentieth token. It appears in the corpora that the environmental problems are not only location-specific but otherwise world-wide. The most commonly collocated terms of global warming, climate, conservation, initiative, impact, etc.

The top tokens must have a say on the conditions of the environment in the Philippines. Whether the token is signifying negative or positive, it has recognized the important situation and informed people about this. However, there could be limits to this knowing there must be in-depth reasoning on how the environment should appear to Filipinos and that is, to understand different terms that are deeply associated with the environment.

Frame of Environment in the Philippines

As different writers inform various audiences of the situation of the environment in the Philippines, it is also in their capacity that the facts and reality must be accurately communicated which is heavily based on environmental science. Using the eight frames created by Gamson and Modigliani (1989), these frames can be sourced in the articles collected where examples of passages were taken. Moreover, the taken examples are carefully presented to mainstream the environment as a topic in the news articles consumed by online readers.

Looking at the table how these statements provide information to readers as well as the schema within the writers themselves are relatively pointing to how environmental paradigms have transmitted and conveyed. In social progress, the advancement of society relevantly helps the maintenance and promotion of some part of nature. It can co-exist while society is moving forward and modernizing. However, there are also debates that balancing both are difficult especially if the members of the community do not synchronously participate in the goal of progression while keeping the nature reserved. For instance, Singapore's long-term design policy allows nature to be sustained given the scarce and limited resources. Nature is integrated into their city (Loong, 2018). This is apparently a testament that nature can be protected while progressing.

One of the measures of wealth among

countries is economic development. It encompasses a variety of factors to be considered an economically progressive country. As the Philippines moves to heighten its economic status, industries have to shift to sustainable economic activities. Some industries do this. It is evident in the sample texts that the landscape of businesses incorporates accountability by eliminating what is destructing to the environment. Companies such as Shell Philippines, Gcash, Jollibee, SM, Meralco, and etc. have accomplished their commitment to go green (Bueno, 2022).

Needless to say, the government is taking responsibility for its citizens from the eventual effect of climate change. It is the duty of the government to provide access to information and accommodations during catastrophes. This is not new to the Philippines since typhoons are destroying provinces. The provision of help is

evident in the rescues and immediate action of the government, however, there are actions of helping the people, quality is in question if the services offered are enough. This also manifests in the public trust as critical help is provided (Mata et al., 2023).

Studies on what will happen in the future are predicted through empirical evidence. In the Philippines, it uses research-based methods to determine occurrences of different environmental events. However, the future lies full of uncertain events. Scientists do not just spit or assure what will happen exactly in the coming times, however giving the probability of something is what they can offer (Kruger, 2021). Misinformation is also rampant in the country so there can be the possibility of misleading people especially those who have not fully understood the capacity and limitations that the scholars have. Moreover, the

Table 5

Frames of Environment

Frame	Statement
1. social progress	“Regularly publishing comprehensive sustainability reports detailing key environmental metrics, progress toward goals, and initiatives undertaken reinforces Smart Recycle PH’s commitment to transparency and accountability,” said Cubacub.
2. economic development	More than that, the Rizal Wind Power Project upholds Vena Energy’s mission to accelerate energy transition while also being aware of its corporate responsibilities and environmental impact. It also looks after the communities it serves through job creation, economic development or revenue generation for the local government unit, and corporate social responsibility.
3. morality	The NICC report emphasized that the Philippine government has a legal and moral obligation to protect its citizens from the human rights impacts of climate change...
4. scientific uncertainty	The Earth will be overcrowded and its resources depleted. Pollution will ruin the environment, upset the climate and expose people to environment-related diseases. The gap in living standards between the rich and the poor countries will widen and could lead the angry and hungry people to acts of desperation, including the use of latest trends at destruction brought about by AI (artificial intelligence).
5. runaway science	Under the Smart Cities Programme of the United Nations Development Programme (UNDP), CDL has shown that it is possible to bring nature back to the city, leveraging technology to improve the quality of life for citizens while prioritizing sustainability.
6. public accountability	Activists demand corporate and government accountability after a massive landslide struck a mining town in the southern Philippines on Feb. 6, claiming nearly 100 lives and affecting more than 7,000 people.
7. alternative paths	One of AKO Packaging's notable products is the cassava biobag. Derived from cassava starch, these biobags offer a biodegradable alternative to petroleum-based plastic bags, aligning with the global push toward reducing plastic waste.
8. conflict	Pervasive pessimism is not a new phenomenon. Historically, there have been people who believed that their time would be out soon. Contemporary pessimism, however, goes far beyond this traditional worry about the future state of life on Earth. Its new aspect is the assumption that our descendants will be even worse off than we are because the world will have become too complex for comprehension by the human brain.

lack of looking for reliable resources where they can access and read information is missing to the masses. Hence, misinformation prevails in the majority.

Despite the disbelief of so many individuals that modernity sacrifices the environment is rebuttable according to the UN-CDL. It is possible to bring nature to the landscape of the city. As previously described as what Singapore is doing together with other environment-friendly countries such as Japan, Switzerland, Denmark, and Iceland, it is not also impossible that it can be done in the country. The Philippines is still a frontier of diversity that offers rich biodiversity and livable areas (Ferrer, 2023) and could imply that it can be attainable given the different advanced findings in science and if the people and government listen to authorized people in science.

Another immediate action that is seen as the responsibility of the government is to address concerns among members of the community particularly on the destruction of the environment that affects them, especially their very own lives which are at stake. The approval of mining operations for this case has gone through the government's approval. Hence, the accountability is shouldered by the key officials. Knowledge of environmental degradation is expected to be known by individuals who are considered authority and local administrators. Additionally, people also have ignorance in the pursuit of ecological values and biodiversity is at risk and endangerment (FPE, 2024). It is still a far cry from achieving that all must engage in conservation and be accountable to nature.

Sustainability is a trend and challenge among nations. The targeted accomplishment of the 17 Sustainable Development Goals by 2030 is yet to be unfolded once that year comes. As of now, each nation is striding and taking double efforts to obtain as much as they can to be recognized at the same time to comply with the goals set by the UN. In the Philippines, alternative ways especially in recycling or reuse of the waste materials like raw materials can promote sustainability where there can be zero waste from a product as in line with the Republic Act 9003 or the "Ecological Solid Waste Management Act of 2000" (Castillo, 2023).

Many people, especially the authorities, talked about some environmental problems that occurred in the community. It seems right that ideas about voicing the horrible story of nature are positive movements. On the contrary, this is pervasive information that is consumed by everyone who believes that some improper behavior such as waste mismanagement, car

driving, too much electricity consumption, etc. are the main cause of environmental problems, however, the mere existence and the rapid growth of human population is implicitly the primary source of the problem (Rosario, 2020). This brings to an arguable notion that it is the mere existence of people that kills the environment unconsciously. The decline of population would be the solution to lessen the human activities that contribute to the overall collective effect on the environment.

The various frames are found in the articles used in this study. It is essential that the common images that the writers impose and perhaps the schema of the people reach are far from the truth of science and the stories presented are favoring human welfare as Lakoff (2010) explained. Stibbe (2020) discussed in his book that the frames of the stories differed from one person to another or group to group. The stories they know are their truths. If this is not reframed based on the truth from the empirical evidence, this is already a failure. On the other hand, the truth on environmental issues when reframed by individuals based on their beliefs and schema, the truth replaced by their favorable truth. Therefore, the issues related to environment and ecological dynamics are seriously deep. This is probably the reason why the movements and campaigns on environmental protection and conservation are still rampant and mediocre whereas environmentalism is not integrated and fully realized.

Conclusion

The frame of the environment in the Philippines taking a short period of time (in 2024) has offered so many things about how Filipinos mirror the environment and how it appears to them. The word environment revolves around only a few terms of environmental issues and has presented concepts that are known in the earliest time of this century. While other global citizens are analyzing in-time knowledge, most people are perhaps bound to what was known and left behind with the trend in environmental discourse. Of course, this does not blame people but with the current advanced technology and access to reliable, valid, and recent studies, people are assumed to be on track. Though frames on the environment have been observed in the articles, the truth of the matter is that the country has to provide something up-to-date and accurate scientific results and explanations based on real-time while expecting that what was known undergoes relearning and unlearning. Synchrony of knowledge is no longer a problem particularly in the Philippines, though the internet is on average four Mbps, and it has to be efficient since most Filipinos are internet users (Kemp, 2024). This

study acknowledges its limitation because 50,000+ tokens cannot offer a highly conclusive statement on how the environment is framed in the Philippines, a recommendation is drawn. In order to study the environmental frame, a hundred thousand corpora as a minimum must be used while considering certain periods (e.g. 1950-2024).

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