

WANTED: SAKLOLO The Discourses of “Wanted sa Radyo’s” VAW-related Episodes

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ABSTRACT

Today, the media holds an indisputable influence over public opinion, serving as a formidable tool for information dissemination, persuasion, and the molding of collective perspectives (Allen, 2017; Impe, 2019). This study conducted an in-depth examination of the discourse within the Philippines’ Radyo 5 program, 'Wanted sa Radyo,' hosted by broadcaster and senator, Raffy Tulfo (Afinidad-Bernardo, 2019). Recognized as a public service program aiming to assist those in need, this research specifically scrutinized episodes that shed light on the distressing issue of violence against women (UN Women, 2023). Through a comprehensive utilization of textual analysis as the methodology (McKee, 2003; Luo, 2019), this study aimed to ascertain how the program presented and addressed these sensitive issues during live broadcasts. The findings of this research showed that the program exhibited sensitivity when discussing the delicate topics that surrounded violence against women (GMA Integrated News, 2023). With careful consideration and tactful handling of such issues, Raffy Tulfo, the program's host, showcased a remarkable empathetic approach toward complainants while impartially interrogating the accused (Raffy Tulfo in Action, 2018). As a result, it became evident that 'Wanted sa Radyo' remained true to its core mission as a public service platform (ABS-CBN News, 2022). Shedding light on the effectiveness of public service program in amplifying marginalized voices, addressing pressing social concerns, and ultimately contributing to the betterment of society (Impe, 2019; Atkin, 2013). This aligns with the broader goals of media studies in understanding and evaluating the impact of media on society (Abowitz et al., 2010; Spitulnik, 1993).

Keywords: *Media, violence against women, abuse, public service, feminism.*

INTRODUCTION

In our society today, mass media serves as an indispensable conduit for communication, information dissemination, and the formation of public opinion, playing a pivotal role in shaping knowledge, attitudes, behaviors, and interactions (Spitulnik, 1993). Defined as electronic media encompassing radio, television, newspapers, and other mediums, mass media operates within the socio-political and technological framework, influencing various aspects of daily life (Spitulnik, 1993).

One critical dimension of mass media's impact is evident in its role in addressing social issues. The Philippines, like many nations, grapples with the pervasive problem of violence against women, a concern widely shared through national media (Philippine Commission on Women, n.d.). According to the General Assembly Resolution 48/104 (1993), violence against women encompasses gender-based acts resulting in physical, sexual, or psychological harm. The Philippine Commission on Women (n.d.) identifies this issue as a prevalent social problem, intricately linked to unequal power relations between men and women.

Just like in social media, the online space that is available for everyone. In Bangladesh, gender-based violence is regarded as a critical social problem and an increasing and prevalent issue. Violence is not only limited physically but also on online space due to accessibility of women to technology and social media networks. With this, women are now become an easy target such disclosure of victim's details and spread of image-based sexual abuse, a common trend in this country (Tasnima et al., 2023)

The imbalance between men and women is also evident in the medium of film. This platform is a powerful tool as it shows stories such as women being threatened, raped, beaten, tortured and killed. Aside from that, the cultural norms of a particular place, such as Thailand, which have deep-rooted beliefs and attitudes. In some Thai Films, it shows that there is cultural violence towards women like the marriage bondage, power acceptance, having women in customary roles, and gender bias. (Ruangnapakul et al., 2018).

When it comes to Indonesian films, there is a period, the Old Order, from 1945 to 1965, that women are portrayed in films as weak and passive, but the women are trusted by society. With the next period, the New Order, from 1968 to 1998, the country is plagued by an economic crisis that affects the film industry. Low-budget films exploited the women's bodies to persuade audiences to watch and this is where exploitation became a strong character of the commercial group of filmmakers' identity (Wahyuni & Adnan, 2022)

It is evident that women through various countries or medium can be exploited. In the Philippines, the mass media, through public service programs, has become a new platform to present the issue of violence against women. It has emerged as a way for individuals to voice concerns and seek justice in cases of violence against women. Notably, ABS-CBN News (2022) reported on the signing of a law criminalizing child marriage by President Duterte, emphasizing the media's role in highlighting legislative efforts to combat such issues. Moreover, TV5's program "Wanted Sa Radyo," hosted by Raffy Tulfo, has become synonymous with providing a platform for individuals to air grievances, emphasizing the media's role in facilitating public engagement (Afinidad-Bernardo, 2019).

While mass media's role in addressing social issues is apparent, there is a need for a critical examination of its practices, especially in programs like "Wanted Sa Radyo." A recent study by Abowitz, Knox, and Zusman (2010) on emotional abuse among undergraduates in romantic relationships underscores the importance of responsible media coverage in addressing sensitive topics. The study calls for a nuanced understanding of the potential impact of media representations on public perceptions and behavior.

In the Philippines, the issue of violence against women is brought to the forefront by public service media programs, creating opportunities for victims to seek justice. The Inter-Agency Council on Violence Against Women and their Children (n.d.) collaborates with various agencies to address this concern. However, as media platforms evolve, there is a growing need for a critical examination of the ethical dimensions of media practices.

This article advocates for a comprehensive study on how media programs like "Wanted Sa Radyo" handle issues of violence against women. By drawing on recent sources and scholarly research, this study aims to explore the impact of mass media on public discourse, evaluate the effectiveness of media practices in fostering a safe space for complainants, and contribute to ongoing discussions on responsible media coverage of sensitive social issues. Through a robust analysis, this study seeks to shed light on the evolving role of mass media in shaping societal narratives and fostering positive social change.

RESEARCH BACKGROUND

Wanted Sa Radyo, a prominent radio program on Radyo 5, has garnered widespread popularity, attracting audiences through traditional radio broadcasts, television episodes, and online platforms. Hosted by Sen. Raffy Tulfo, recognized as a champion for the underprivileged, the show focuses on addressing issues of abuse and injustice perpetrated by those in power against ordinary citizens (Afinidad-Bernardo, 2019).

The program's extensive reach is evident in its substantial online presence. As of September 2023, Wanted Sa Radyo's YouTube channel boasts around 26.7 million subscribers, with approximately 21 million followers on Facebook. Videos posted on its YouTube account consistently garner thousands, and sometimes millions, of views, especially those addressing pertinent societal issues, such as violence against women (GMA Integrated News, 2023).

The show serves as a crucial platform for individuals to seek assistance and justice, particularly on sensitive topics like violence against women. This research aims to explore how Wanted Sa Radyo handles such delicate subjects, both during on-air broadcasts and when disseminating content online (Brennen, 2012).

Violence against women is a pervasive issue globally, prompting legislative measures like the Anti-Violence Against Women and Their Children Act of 2004 (RA 9262) in the Philippines (Philippine Commission on Women, n.d.). The show's focus on this critical social problem aligns with international efforts, such as the United Nations Women's campaign to end violence against women (UN Women, n.d.a).

The show's engagement with sensitive topics aligns with the principles of free speech and media advocacy for social change (Spitulnik, 1993). Furthermore, the involvement of the Inter-Agency Council on Violence Against Women and Their Children (Inter-Agency Council on VAWC) in the Philippines reinforces the collaborative efforts to combat gender-based violence (PCW, n.d.).

In analyzing how Wanted Sa Radyo navigates discussions on violence against women, it is essential to consider established research methodologies. Thematic analysis, as outlined by Clarke, Braun, and Hayfield (2015), can provide insights into recurring patterns and the show's approach to these issues. Additionally, discourse analysis (Luo, 2019) can shed light on the language and communication strategies employed during discussions on violence against women.

Moreover, the role of media in shaping societal perceptions is evident in the show's emphasis on specific issues, including violence against women. Drawing on Peirce's semiotic theory (Atkin, 2013), the program's use of signs and symbols can be analyzed to understand the underlying messages conveyed during discussions on these sensitive topics.

It is imperative to place Wanted Sa Radyo's engagement with violence against women within the broader context of media's role in social change (Rothenberg, 2003). The show's ability to create awareness and mobilize public sentiment aligns with the objectives of organizations like UNESCO, which advocate for responsible media representation (Impe, 2019).

Concepts and Theories Informing The Research

The research was guided by Charles Sanders Peirce's Semiotics Theory, which explores the nature and processes of signs, symbols, and meaning (Stanford Encyclopedia of Philosophy, 2006). According to Peirce, signs consist of three interrelated parts: a sign, an object, and an

interpretant (Lorino, 2014). This triadic model describes the relationship between the sign or representamen, the object, and the interpretant.

The sign or representation, also known as the signifier, takes various forms such as words, images, gestures, sounds, etc. For example, a smoke is a signifier that may indicate the presence of a fire (Atkins, 2013). The object is what the sign refers to or represents, conveying the thought that the sign aims to express. In the context of the study, the object is the swift action or resolution provided by the "Wanted sa Radyo" program hosted by Sen. Raffy Tulfo (Atkins, 2013). Finally, the interpretant is the understanding a person has when encountering a specific sign, interpreting the meaning behind it (Lorino, 2014).

Peirce's Semiotics Theory served as a valuable framework for the study, allowing the researcher to delve into the meaning of the discourse presented in selected episodes of the program addressing violence against women. It served as a guide to decipher the meaning behind the different signs within the show (Atkins, 2013).

In the context of the research, the swift action or resolution provided by the "Wanted sa Radyo" program represents the sign or representamen. This signifier stands for the essence of the show, which is to assist individuals seeking help by addressing their problems swiftly. The program, hosted by Sen. Raffy Tulfo, serves as the object that the sign refers to or represents, specifically the swift action or resolution given by the program to those seeking assistance (Atkins, 2013).

The interpretant in this research is the justice for the victims or complainants, representing the understanding or interpretation individuals have when encountering the sign of swift action or resolution within the context of the program (Atkins, 2013).

METHODOLOGY

Research Design

The researcher employed a qualitative approach, known for its flexibility and emphasis on capturing rich meaning in data interpretation (Bhandari, 2020). Creswell's study (2013) advocates for qualitative research in situations requiring a nuanced understanding of complex problems. In media studies, Brennen (2012) highlights the significance of qualitative research in comprehending the diverse meanings and values portrayed in the media, facilitating an exploration of the intricate relationship between media and society. This approach was instrumental in uncovering deeper insights into how the program addressed the issue of violence against women, capturing complainants' experiences and behaviors during the show (Brennen, 2012; Creswell, 2013; Tenny et al., 2022).

The research design employed was descriptive research, a method suitable for investigating specific subjects (Shuttleworth, 2008). Descriptive research allows for observing and describing the behavior of a subject without influencing it (Shuttleworth, 2008). This design was chosen for its effectiveness in providing a general overview and understanding of the research subject, aligning with the need to describe, analyze, and interpret the nature of the study (Shuttleworth, 2008).

Sources of Data

For this study, data were sourced from ten selected episodes of "Wanted sa Radyo" focusing on violence against female individuals from June 30, 2023, onward. These episodes were chosen from the publicly available list on the "Raffy Tulfo in Action" official YouTube Channel. The selection criterion was based on the featured topic, encompassing various cases of violence against women, including physical, emotional, sexual, or a combination of these

abuses. The time frame for episode selection spanned from June 30, 2022, to June 30, 2023, reflecting a one-year scope aligned with the study's objectives. This selection criteria consider the reported cases of violations of the Anti-Violence Against Women and their Children Act, as reported by the Philippine National Police (PNP) in 2022 and 2021 (PNP data, 2022).

Table 1: Summary of episodes

Episode Number	Episode Title	Airing Date	Views (as of June 8, 2023)	Duration
Episode 1	Sundalo, hinalay si Neneng	July 21, 2022	1,530,426	13:38
Episode 2	Ahas, hinalay si Neneng	July 22, 2022	1,794,032	26:17
Episode 3	Ginawang milagro ni Tito sa Pamangkin, huli sa CCTV	August 6, 2022	5,230,498	21:16
Episode 4	Pandikdik ng bawang ang gamit sa kanya ni Mr!	August 22, 2022	2,341,891	21:57
Episode 5	18 daw ang girlfriend ni Sir and counting?!	October 4, 2022	814,596	14:10
Episode 6	Nakonsenya na si Mr sa mga kalokohang nagawa niya kay Mrs!	March 29, 2023	2,849,803	26:32
Episode 7	Viral: Pamilya ng babaeng kinawawa ng pulis, nagpa-Tulfo	April 15, 2023	2,746,674	18:35
Episode 8	Mr, parang basahang iniwan si Mrs matapos ma-stroke	April 19, 2023	836,470	15:58
Episode 9	Mrs, nahuling naka boxers si Mr kasama si kabit	April 30, 2023	897,737	12:19
Episode 10	Sundalo, kay Lola ginamit ang kanyang training	June 3, 2023	950,716	08:58

Data Gathering Procedures

Data were extracted from the chosen episodes through textual analysis to identify recurring patterns of meaning. Textual analysis, as defined by Allen (2017), involves understanding language, symbols, or pictures to extract information. This method, supported by Clarke, Braun, and Hayfield (2015), operates within a constructionist framework, focusing on sociocultural contexts and structural conditions rather than individual motivations. The researcher, acting as the analytical instrument, engaged in coding, theming, decontextualizing, and recontextualizing the data during content analysis (Nowell et al., 2017). The absence of respondents or questionnaires in this content analysis underscores the reliance on scrutinizing all episodes to discern the conveyed messages (Allen, 2017; Clarke et al., 2015; Nowell et al., 2017).

RESULTS AND DISCUSSION

This study explores episodes of the *Wanted Sa Radyo* program of Sen. Raffy Tulfo uploaded on its official YouTube account 'Raffy Tulfo In Action'. These episodes have the same overall theme, they feature abused women, who served as complainants. The set of episodes is consistent with the said topic and usually features women who seek the help of the show.

1. Profiling and Backgrounding

This study includes ten episodes of the "Wanted sa Radyo" program. All of them feature violence against women-related topics and are taken from June 30, 2022, to June 30, 2023. All the episodes are available for public viewing on the "Raffy Tulfo in Action" official YouTube

Channel. Episode 1 'Sundalo, hinalay si Neneng', Episode 2 'Ahas, hinalay si Neneng' and Episode 4 'Pandikdik ng bawang ang gamit sa kanya ni Mr!' all featured sexual violence against the women complainants. The issue of extramarital affair is at the center in Episode 3 'Ginawang milagro ni Tito sa Pamangkin, huli sa CCTV', Episode 5 '18 daw ang girlfriend ni Sir and counting?!', Episode 6 'Nakonsenya na si Mr sa mga kalokohang nagawa niya kay Mrs!', Episode 8 'Mr, parang basahang iniwan si Mrs matapos ma-stroke' and Episode 9 'Mrs, nahuling naka boxers si Mr kasama si kabit'. While the issue of physical violence is tackled in Episode 7 'Mrs, nahuling naka-boxers si Mr kasama si kabit' and Episode 10 'Sundalo, kay Lola ginamit ang kanyang training.'

2. Discourses of Aired and Untold

Like any other show, 'Wanted sa Radyo' starts with the introduction of the guests - people who seek the help of the show. Its goal is to have a resolution to their problems. The host, Raffy Tulfo, will start asking questions about the nature of the complaint and the details of what happened. Afterward, various aspects of the complaints will be discussed and eventually resolved at the end.

BEGINNING OF THE PROGRAM

The program's initial segment delves into the intricate dynamics of abusive relationships, offering a comprehensive understanding of the challenges faced by complainants (Abowitz et al., 2010). Notably, the narratives emphasize the close relationships victims shared with their abusers, often involving boyfriends, live-in partners, or husbands (Abowitz et al., 2010). The distress evident in the complainants' stories underscores the severity of the abuse, portraying them as victims of their circumstances.

Nature of Abuse

The nature of the abuse explored in the episodes encompasses various forms such as physical, emotional, and sexual abuse (Abowitz et al., 2010). These abuses, though diverse, share common characteristics as violations that directly mistreat individuals. Physical abuse results in bodily harm, emotional abuse causes undue distress, and sexual abuse involves non-consensual acts (Abowitz et al., 2010). Episodes highlight a range of offenses, including rape of minor victims, other forms of sexual abuse, infidelity, and physical violence against women, with a prevalent pattern of male perpetrators. This observation underscores the program's aim to address abuse across diverse scenarios.

Heightened Emotions

The heightened emotions of victims during abusive incidents, as depicted in the narratives, emphasize the overpowering nature of abusers (Abowitz et al., 2010). The victims' helplessness and emotional distress, often displayed through crying, shouting, and anger, amplify the gravity of their experiences. Emotional responses during on-air confrontations with abusers provide a vivid portrayal of the victims' trauma (Abowitz et al., 2010).

Demographic

Demographically, the program reveals a predominant pattern among complainants—most are middle-aged women, often wives or live-in partners of the accused (Abowitz et al., 2010). Despite variations in age, a shared theme emerges: the suffering caused by infidelity. The program, however, acknowledges the flexibility in presenting scenarios, encompassing minor

rape victims seeking accountability and wives confronting extramarital affairs, showcasing a commitment to addressing diverse cases (Abowitz et al., 2010).

Socio-Economic Status

Socio-economic status also emerges as a key factor, with many complainants being financially disadvantaged and viewing the program as a last resort for help (ABS-CBN News, 2022). The show's role as a platform for ordinary people seeking assistance aligns with its promotion of an action center offering free legal aid (ABS-CBN News, 2022). This aligns with the 'sumbangan ng bayan' concept, illustrating the show's commitment to serving as a resource for those in need (ABS-CBN News, 2022).

MIDDLE OF THE PROGRAM

In our investigation into the complexities surrounding violence against women, a recurring theme is the palpable frustration experienced by victims (Abowitz et al., 2010). This frustration, stemming directly from the issues at hand, serves as a powerful driving force for complainants to persevere until a resolution is achieved. Uncovering the motivations behind their actions reveals a compelling narrative: a relentless pursuit of justice fueled by repeated abuse or violence, a courageous stand against those in power, and unwavering trust in the 'Wanted sa Radyo' program as an accessible beacon of hope with no financial burden.

Feeling of Frustration

The study emphasizes the significance of frustration as a key motivator for complainants (Abowitz et al., 2010). Faced with the emotional and physical pains resulting from the violence they experienced, victims felt compelled to endure until their issues were resolved. The emotional aspect of their narratives, evident in the episodes, highlights the profound impact of frustration on the complainants' experiences (Abowitz et al., 2010).

Repeated Abuse or Violence

The repeated occurrences of violence played a crucial role in motivating women to come forward and seek help (Abowitz et al., 2010). This pattern of abuse empowered victims to summon the courage necessary to break the cycle of violence and confront their perpetrators. The episodes revealed instances where the violence or abuse was not isolated but occurred multiple times, leaving lasting trauma on the complainants (Abowitz et al., 2010).

Abuse by Someone with Power

The 'Wanted sa Radyo' program became a platform for those who felt powerless against their abusers, particularly when the accused held positions of power or were uniformed personnel (ABS-CBN News, 2022; GMA Integrated News, 2023). The episodes consistently depicted unbalanced scenarios where victims sought the show's assistance to bring accountability to those in positions of authority. This pattern provided a level playing field between complainants and the accused, with the program engaging government offices to address abuses by personnel (ABS-CBN News, 2022; GMA Integrated News, 2023).

Reputation and Trust in the Program

The public's motivation to participate in the 'Wanted sa Radyo' program was fueled by their belief in its ability to provide resolutions to their problems (Atkin, 2013). The show's popularity stemmed from its reputation for swift action and its commitment to giving ordinary people a platform to be heard (Atkin, 2013). People viewed the program as a chance to find peace and justice, regardless of their background, further emphasizing the trust placed in the show as a force for positive change (Atkin, 2013).

Accessible to the Public

The 'Wanted sa Radyo' program's accessibility to the public played a pivotal role in motivating individuals to seek help (Brennen, 2012). As a public service initiative, the show welcomed everyone, irrespective of social class, providing a platform for ordinary people to share their stories and find resolutions to their problems (Brennen, 2012). The existence of an action center, as announced on the show, further encouraged people to come forward, knowing they had a chance to personally seek help from Raffy Tulfo (Brennen, 2012).

No Financial Burden

The absence of any financial burden for those seeking assistance through the 'Wanted sa Radyo' program served as a compelling reason for the public to engage with it (Brennen, 2012). The opportunity to have their problems addressed without incurring costs was a significant incentive for individuals, especially considering the show's track record of providing potential solutions (Brennen, 2012).

3. Discourses of Abuses

People turned to the Raffy Tulfo in Action show seeking assistance for the unfortunate events they experienced, primarily involving violence against women. The prevalence of such violence in the Philippines is a significant social issue, as reported by the Philippine Commission on Women (PCW) (n.d.). According to the 2017 National Demographic and Health Survey conducted by the Philippine Statistics Authority, one in four Filipino women aged 15 to 49 had experienced physical, emotional, or sexual violence by their partner or husband. This dire situation underscores the urgency of addressing violence against women in the country.

a) Physical Violence

Physical violence is a pervasive form of abuse that includes actions such as hitting, kicking, burning, grabbing, and other acts intending to cause harm. The UN Women (n.d.c) emphasizes that this form of violence is unacceptable in most societies, and the Philippines is no exception. Laws and regulations are in place to protect individuals from physical violence, with legal consequences for perpetrators. The interplay between societal norms and legal measures contributes to the discourse on the acceptability and consequences of physical violence (Abowitz et al., 2010).

b) Sexual Violence

Sexual violence is another distressing aspect of abuse, encompassing non-consensual sexual activities forced upon victims. UN Women (n.d.c) specifies that sexual harassment, including non-consensual physical contact and rape, falls under this category. The criminalization of child marriage in the Philippines, as signed into law by President Duterte (ABS-CBN News,

2022), reflects an effort to address such issues comprehensively. Countries worldwide have enacted laws against sexual abuse, with stringent penalties for offenders (UN Women, n.d.b).

c) Emotional Violence

Emotional violence involves controlling, manipulating, or causing harm to an individual's emotional well-being without physical force. This form of abuse, which includes belittling, name-calling, and verbal abuse, can have severe psychological effects on victims (UN Women, n.d.c). Studies like those by Abowitz et al. (2010) highlight the prevalence of emotional abuse in intimate relationships. Recognizing emotional violence as a harmful element within relationships is crucial for developing interventions and support systems (Brennen, 2012).

4. Discourses of Resolution

The primary objective of the show was to address the issues faced by everyday individuals who sought assistance. This commitment to swift problem resolution underscored the show's role in providing hope and assistance to ordinary people who believed in its efficacy. The show served as a platform for the unheard to voice their grievances, representing a beacon of hope as it actively listened and extended help to those in need (Abowitz et al., 2010; Brunell & Burkett, 2024; GMA Integrated News, 2023).

a) Acknowledgment and Apology

When addressing complaints, it is noteworthy that complainants retained the autonomy to decide whether to press charges against the accused. The show respected this autonomy, with the final decision resting entirely on the complainant's choice. This approach aligns with the legal framework and ethical considerations, ensuring a victim-centered response (General Assembly Resolution 48/104, 1993; Philippine Commission on Women, 2004; ABS-CBN News, 2022).

b) Financial Assistance

In certain instances, the show went beyond legal or medical aid and provided financial assistance to deserving complainants. This additional support, offered at the discretion of Raffy Tulfo or the program, aimed to improve the overall situation of the complainants. It is crucial to note that financial assistance was not guaranteed for every case, emphasizing its discretionary nature (Raffy Tulfo in Action, 2018).

c) Compromise Agreement

The show facilitated compromise agreements between parties involved in certain cases, allowing for mutually acceptable settlements. This approach emphasized the importance of finding common ground to avoid the potential complications of legal proceedings. Successful mediation was a key factor in achieving such compromises, reflecting the show's commitment to conflict resolution and cooperation (Nowell et al., 2017; Turvey & Crowder, 2013).

d) Filing of Legal Cases

While some cases reached compromise agreements, many complainants, particularly women, chose to pursue legal action against their abusers. The program provided legal assistance to those opting for this path, with a legal counsel readily available to guide complainants through the process. Most women complainants in this study chose to file legal

cases, highlighting the significance of legal intervention in achieving justice and ending abuse (Philippine Commission on Women, 2004; Chavez, 2022).

5. *Critical Discourses*

The program is very popular among the Filipino public, enjoying a large following in both broadcast and online platforms (Raffy Tulfo in Action, 2018). People eagerly anticipate the next episodes, curious about the complaints or stories that will be featured. Some stories, particularly those reflecting community issues such as family problems, extramarital affairs, and domestic violence, garner high viewership. In this research, which focuses on violence against women-related episodes, the complainants are predominantly women sharing sensitive topics. It is one of the most-viewed segments, engaging the audience in the comment section and sparking discussions (Raffy Tulfo in Action, 2018; GMA Integrated News, 2023).

Under Michelle Lazar's Feminist Critical Discourse Analysis (FCDA), a framework integrating critical discourse analysis and feminist studies, discourses embedded with gendered social practices are examined (Lazar, 2007). FCDA aims to understand the complex workings of power and ideology in sustaining gendered social arrangements, challenging discourses that reinforce gender hierarchies (Lazar, 2007). This research utilizes FCDA's principles to analyze feminist discourse in the gathered data, seeking to comprehend how power and ideology function within discourse, specifically focusing on women's experiences and issues (Lazar, 2007).

a) Fight for Equality

The first principle of FCDA emphasizes that feminism is inherently political, seeking to critique discourses that perpetuate social order hierarchies (Lazar, 2005). The program addresses gendered social orders, spotlighting issues such as extramarital affairs where men often hold privileges while women bear disadvantages (Raffy Tulfo in Action, 2018). Instances like Episode 9, where a husband physically abuses his pregnant wife, highlight power imbalances within relationships (Raffy Tulfo in Action, 2018). The program serves as a platform for women to seek justice and challenge traditional reporting methods (Raffy Tulfo in Action, 2018).

b) Gender Asymmetry

FCDA's second principle addresses gender ideologically dividing people into two classes: men and women, establishing a hierarchical relation (Lazar, 2014). The program reflects this gender asymmetry by showcasing episodes where women are victims of sexual abuse and violence (Raffy Tulfo in Action, 2018). Episode 1, featuring a minor raped by military personnel, highlights the gendered power dynamic (Raffy Tulfo in Action, 2018). FCDA's goal of creating a socially inclusive community is evident as the program gives a voice to victims and challenges societal norms (Lazar, 2005).

While progress is needed, the program contributes to discussions on reducing women's dependence on the criminal legal system (Raffy Tulfo in Action, 2018). It empowers communities to address and combat violence against women, acknowledging the limitations of traditional justice systems (Raffy Tulfo in Action, 2018).

c) Powerplay

Max Weber's definition of power as the ability to achieve goals despite opposition is evident in power relations explored in the program (Göran, 2019). Powerplay is observed in instances

of physical violence, such as Episode 10, where a senior citizen is assaulted by her military grandson (Raffy Tulfo in Action, 2018). The program intervenes by reporting the incident to the Philippine Army, emphasizing the need for accountability (Raffy Tulfo in Action, 2018).

Power relations are multifaceted, shaped by social, economic, and political structures (Göran, 2019). The program addresses power imbalances by highlighting women's vulnerabilities and advocating for justice (Raffy Tulfo in Action, 2018). The host, Raffy Tulfo, plays a crucial role in standing against violence, ensuring victims are heard, and perpetrators are held accountable (Raffy Tulfo in Action, 2018).

Understanding power relations is crucial for addressing gender inequalities (Göran, 2019). The program contributes to the ongoing discourse, providing a platform for victims to challenge power dynamics and seek justice (Raffy Tulfo in Action, 2018). The subtle and explicit forms of power relations explored in the episodes underscore the persistent nature of gender asymmetry in society (Göran, 2019).

6. *"Wanted sa Radyo" as Savior for VAW Victims*

Filipinos exhibit a strong affinity for various forms of mass media, including television, radio, and the internet, which have evolved into influential platforms for entertainment and information dissemination (Allen, 2017; Spitulnik, 1993). The enduring power of mass media to shape public opinion remains evident across these diverse channels (Impe, 2019). One notable program contributing to the cultural landscape of the Philippines is 'Wanted sa Radyo,' hosted by Senator Raffy Tulfo, which has become synonymous with the phrase 'ipa-Tulfo,' indicating seeking assistance from the show in times of conflict (Afinidad-Bernardo, 2019).

The program's immense popularity, both on traditional media and social media platforms, underscores its impact on public discourse. The official YouTube account of 'Wanted sa Radyo' boasts millions of followers, particularly for episodes addressing sensitive issues such as violence against women (Valle-Corpuz, 1998). These episodes have garnered substantial viewership, providing a testament to the show's ability to address and amplify critical societal concerns (Turvey & Crowder, 2013).

The focus on violence against women in the program aligns with broader feminist issues in society. Women, historically marginalized, continue to face inequality and discrimination, a theme reflected in episodes dealing with domestic violence on 'Wanted sa Radyo' (Brunell & Burkett, 2024). Feminist Critical Discourse Analysis (FCDA) serves as a lens to understand power dynamics and societal norms perpetuated through language, as demonstrated in interviews with complainants and abusers (Atkin, 2013).

The 'Wanted sa Radyo' program offers a platform for women to voice their experiences of abuse, presenting a national stage for issues that are often confined to local settings, such as barangays (<https://pcw.gov.ph/barangay-vaw-desk/>). The show navigates the delicate balance of addressing these sensitive topics with sensitivity and empathy, exemplifying the challenges inherent in live-format programming (Clarke et al., 2015). The thematic analysis of episodes included in this research reveals a common thread—women as underdogs in various situations, shedding light on their struggles (Nowell et al., 2017).

By featuring the experiences of these women, 'Wanted sa Radyo' contributes to the ongoing conversation about feminism issues and the need for societal change. The program aligns with the goals of the Inter-Agency Council on Violence Against Women and their Children, emphasizing the importance of addressing and preventing violence against women

(Council of Europe, 2002; Inter-Agency Council on Violence Against Women and their Children, n.d.).

The discussion surrounding violence against women on the program reflects the grim reality of domestic violence in the Philippines. Data from the Philippine National Police (PNP) highlight an increase in reported cases, emphasizing the urgency of addressing these issues (Chavez, 2022). The enactment of laws such as the Anti-Violence Against Women and Their Children Act of 2004 (RA 9262) underscores the legislative commitment to combating such violence (Philippine Commission on Women, 2004).

In conclusion, 'Wanted sa Radyo' plays a vital role in shaping public opinion and discourse on issues, particularly violence against women. The program's large viewership, combined with its strategic use of social media, amplifies its impact. By providing a platform for women to share their stories, the program contributes to the larger societal conversation about feminism, equality, and the need for systemic change.

CONCLUSION

'Wanted sa Radyo' serves as a crucial platform for public recourse, allowing ordinary individuals from diverse backgrounds to voice and address their concerns. This assertion aligns with previous research on the importance of media platforms in providing a voice to the marginalized and underserved (Abowitz et al., 2010; Spitulnik, 1993). Notably, the show has become a refuge for women facing various forms of violence, corroborating national efforts to address gender-based abuse (UN Women, 2023; Philippine Commission on Women, 2004). The experiences shared on the program underscore the prevalence of violence against women, with middle-aged women, who had established relationships with their abusers, forming a significant demographic (Barnett, 2000; GMA Integrated News, 2023). The emotional narratives presented on the show highlight the enduring impact of these abuses even after they have occurred, echoing broader discussions on the consequences of intimate partner violence (Springer & Brown, 2023). The program's responsiveness to the pleas of its participants further emphasizes its role as an agent for social change and empowerment (Hallare, 2019; Raffy Tulfo in Action, 2018). In light of recent legislative measures addressing issues like child marriage (ABS-CBN News, 2022), the program's influence on public discourse becomes even more significant. In conclusion, 'Wanted sa Radyo' emerges as a multifaceted platform that not only amplifies the voices of the marginalized but also contributes to shaping societal attitudes and influencing legislative changes, particularly in the realm of women's rights and protection against violence.

It is evident that the women who participated in the 'Wanted sa Radyo' program were victims of abuse, motivating their decision to seek assistance from the show (Abowitz et al., 2010). Trust played a significant role in their choice, as the program had established credibility over the years, functioning as a 'subungan ng bayan' or a platform where complaints were promptly addressed (ABS-CBN News, 2022). The observed prevalence of frustration among complainants further underlines the compelling reasons behind their participation (Barnett, 2000). Notably, the most discussed issue on the show was infidelity, shedding light on the emotional abuse experienced by the complainants, emphasizing that emotional abuse is a pervasive aspect of various forms of mistreatment (World Health Organization, 2021). The study affirms that domestic violence was a prevalent theme throughout the episodes, emphasizing the broader implications of abuse within the context of 'Wanted sa Radyo' (Inter-Agency Council Against Trafficking, n.d.). The identified instances of emotional abuse align

with the broader understanding that emotional abuse is integral to various forms of mistreatment against individuals (Abowitz et al., 2010).

The primary objective of complainants appearing on the show "Wanted sa Radyo" is to seek resolution for their problems (ABS-CBN News, 2022). Hosted by Raffy Tulfo, the show has gained a reputation for its swift action in addressing complaints and providing public service (Afinidad-Bernardo, 2019). The resolutions offered often involve legal actions, such as assisting complainants in filing cases against their abusers (ABS-CBN News, 2022). Legal assistance is a prevalent resolution, with the resident lawyer explaining the nature of cases and potential punishments (Brennen, 2012). Mediation is also employed in some episodes, allowing parties to discuss issues on air (GMA Integrated News, 2023). This aligns with the broader legal framework, as evidenced by the signing of a law criminalizing child marriage by President Duterte (ABS-CBN News, 2022). Furthermore, the show explores alternative resolutions, including acceptable compromise agreements between complainants and accused parties, reflecting a multifaceted approach to addressing legal disputes (Hallare, 2019).

It is evident that women continue to face societal disadvantages, as highlighted by the program's discussions (Abowitz et al., 2010; Brunell & Burkett, 2024). Despite efforts to address these issues, a persistent disparity between men and women still exists, with women experiencing various forms of abuse (ABS-CBN News, 2022; PNP data, 2022). The program served as a crucial platform for the public, shedding light on women's concerns and providing assistance to those in need (Atkin, 2013; Afinidad-Bernardo, 2019). The sensitivity with which the program handled sensitive topics demonstrated a commitment to giving voice to complainants (Göran, 2019; Barnett, 2000). Additionally, the enactment of laws criminalizing child marriage (ABS-CBN News, 2022) and the Anti-Violence Against Women and Their Children Act (RA 9262) further emphasizes the societal acknowledgment and legal measures taken to address gender-based violence (UN Women, 2008; Republic Act 9262, 2004). Nevertheless, challenges persist, and ongoing efforts are essential to achieving lasting gender equality and combating violence against women (UN Women, n.d.b; Council of Europe, 2002). The program's role in promoting discourse and awareness aligns with the broader international commitment to end.

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