

THEORETICAL FRAMEWORK

Content Analysis

Studies utilizing content analysis focus on the feature of language as communication with cognizance to the content or contextual meaning of the text (Budd, Thorp, & Donohew 1967; Lindkvist, 1981; Mctavish & Pirro 1990; Tesch 1990).

In studying texts, Kondracki and Wellman (2002) state that text data are probably from interviews,..., or observations.

As quoted by Downe-Wamboldt (1992) the aim of content analysis is “to give knowledge and understanding of a certain phenomenon under study”.

RESEARCH DESIGN

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Qualitative

The descriptive approach is to examine how DENR Secretary Gina Lopez in her interviews used transitivity processes.

Mental processes

Did you see (mental process) what I did, ah you were there when I give the presentation on the pasig river you are there?

...You see (mental process) what i did there when i give the presentation on the pasig river you were there?

...If you look (mental process) at it.

Now when i look (mental process) at it is the power to say "no you cannot do that".

...Then look (mental process) at this

...What qualifications are you looking (mental process) for?

The meanings being implied were manifested by the mental processes employed in the interviews based on the extracts above. In the first extract, the word *see* acted as the *senser* of the mental process *recognize*. Also, as indicated in this extract, gina proudly stated what she did to pasig river. The use of the mental processes *feel*, *suffer*, *dismay*, *doubt* manifested the implied strong sympathy, love, and care of gina lopez to the people. Her strong stance to protect the poor people is very evident in her speeches.