

COMPARATIVE ANALYSIS OF THE PROGRAM FORMAT  
OF TV PATROL AND 24 ORAS

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## **Abstract**

This descriptive-comparative study aims to determine the program format of the two mainstream TV news programs here in the Philippines: TV Patrol (ABSCBN) and 24 Oras (GMA). There are two types of TV news program format, standard format and tabloid format. Both formats are guided by four elements: segment, news selection, news delivery and language. Survey was used in measuring the knowledge of Ilonggo viewers on the program format of TV Patrol and 24 Oras. The study covered 12 barangays in Iloilo City with 400 respondents. Results of the data-gathering process showed that TV Patrol is in tabloid format while 24 Oras is in standard format. News delivery is the most tabloid element of TV Patrol while Language is the most standard element of 24 Oras. Both formats have implications to the viewers' knowledge and perception towards the reality of news stories.