

Understanding the Practices of Cultural Heritage Reporters

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ABSTRACT

This qualitative study aimed to understand the process and provide a contextual explanation of cultural heritage reporting by contextualizing and exploring several journalists' practices. Using these practices as objects of study, the article concluded that from the perspective of cultural heritage reporters, such reporting promotes information dissemination, educational impact, awareness about culture, and public motivation in cultural heritage preservation, since media promote the emergence, preservation, and reproduction of culture. As information, cultural heritage reporting provides relevant, factual, and authoritative information about cultural heritage, including information about diverse cultures and their importance to society. Meanwhile, as education, cultural heritage reporting provides historical and scientific information that the public needs to know to better appreciate cultural heritage. Also, this type of reporting raises awareness because it promotes the importance of cultural heritage and urges the public to participate in preservation efforts. Lastly, this reporting also motivates the public to participate in activities using their own capacities to preserve cultural heritage. With these analyses in mind, cultural heritage reporting leads to the preservation of cultural heritage. Through this practice, the people are informed, educated, aware of the need for preservation efforts, and motivated to fulfill their role in cultural heritage preservation.

Keywords: cultural heritage reporting, cultural studies, qualitative communication studies

INTRODUCTION

Cultural Heritage Reporting and Preservation

The mass media have been considered as powerful and influential as they inform society, leading people to take action. In 2015, several news organizations in the Philippines actively reported the construction of Torre de Manila, tagged as an eyesore to the historic Rizal Monument at Luneta Park. According to Idia (2015), some news organizations provided a timeline of events to enhance citizen understanding and appreciation of the complexities involved. The same thing happened in Vigan City when media coverage led to the uproar over the planned demolition of the century-old Ayusan-Paoa bridge, making the Department of Public Works and Highways change its plan, saving the bridge. The Ayusan-Paoa bridge was later declared a National Cultural Treasure. Such a pivotal role is vital to cultural heritage preservation through its reporting, as more people appreciate and understand the value of cultural heritage, allowing intergenerational transmission that will make it last forever.

Thus, the media promotes the emergence, preservation, and reproduction of culture. The media systems play an active role in defining cultural heritage, preserving identity, and consolidating its components in society (Darwish 2019, 136). In addition, the role of the media in preserving cultural heritage could be defined as the use of journalistic, artistic, print, electronic, and broadcast mass communications to inform the professional archaeological community and the general public about the many methods, activities, and plans for encouraging the understanding, protection, conservation, and documentation of the world's archaeological, historical, artistic, and cultural patrimony for the present and future generations (Eck 2013, 1).

Audio-visual and radio archives are vivid testimonies of history and cultural identities. Preserving and facilitating access to cultural heritage is crucial in building the future. These stories include reporting the state of tangible and intangible cultural heritage for the youth, policymakers, and the general public to better understand, appreciate, and eventually act for preservation. By doing so, many future generations will have the chance to experience the cultural heritage that explains their unique identity. Digital Meets Culture (2015) confirms that such stories deserve to be seen and heard to inspire future generations and nurture creative industries.

Thinley (2009, 72) stated that without the media's positive role in the cultural domain, the chances of its corruption and degeneration may be high. Not utilizing the mass media to promote cultural heritage is missing the opportunity to use its reach and power to sustain the popularization of various cultural heritage for many generations. Hence, through its reporting, the mass media can strongly influence the promotion and preservation of cultural heritage. If the media put importance on reporting stories

related to cultural heritage, there are better chances of raising people's awareness which may lead to their participation in cultural heritage preservation.

Muted Voice of Cultural Heritage Reporters

Many developments are changing how people relate to and appreciate cultural heritage. Technological development has caused people to become increasingly disconnected from cultural heritage. The proliferation of digital devices and the ease of access to digital media has made it easier to ignore or forget cultural heritage. In addition, technology has undermined the traditional ways of preserving cultural heritage. For example, many cultures have orally passed down their customs and beliefs, which is becoming increasingly difficult as the world becomes more digital. Similarly, technology has made it easier to replicate and share cultural artifacts, which can erode the unique identity of a culture (Pinney 2023). An influential and powerful platform such as the mass media is needed to counter the changes in the appreciation and understanding of cultural heritage brought by technological advancements.

Presently, the effective role of mass media in propagating and preserving cultural heritage is the common focus of studies about media reporting and cultural heritage. The common epistemological views are that mass media coverage can strongly influence the reputation and propagation of cultural heritage. The mass media is also mediating to inform and educate the public (Hutagalung 2015, 1; Nahak 2018; Thinley n.d.). However, an interesting research gap about this topic is that the journalist's viewpoint on cultural heritage reporting is the muted, marginalized voice waiting to be heard, which this study intends to make privileged. This means that studies focusing on the perspective and experience of doing cultural heritage reporting are limited.

The common studies focus on the mass media's role rather than on what reporters are experiencing in doing the report. Compared to other studies related to media reporting on cultural heritage that the researcher was able to review, e.g., Jaakkola (2014), studies that present the meaning behind such action seem limited. Thus, understanding and describing the viewpoint of journalists in reporting cultural heritage and what is accomplished in such communicative activity is a significant and relevant contribution to mass communication studies, specifically in journalistic practices that focus on cultural heritage.

To this date, the researcher could not find a similar study focusing on the voice of journalists doing cultural heritage reporting. The closest one is a study about the entire practice of cultural journalism similar to cultural heritage reporting. As Jaakkola (2014) discussed, whenever there is a discourse about cultural journalism, not only is its quantity and quality lamented, but so is the need for more academic attention. Furthermore, another study by Skulte (2015) referred to Jaakkola stating that in the context

of contemporary society, cultural journalism is increasingly described all over the world in the academic discourses, as well as in professional discussions, as being in "decline," losing its quality and achieving a secondary position in the everyday routines in media organizations (40). Such statements confirm that the voice of a journalist doing cultural heritage reporting needs to be better explored in communication and media research in the Philippines and other countries.

In news reporting, it is essential to investigate the story produced from this communicative activity and to analyze how such a story is done. A journalist working on these stories has to experience numerous activities that affect how a story related to cultural heritage is made and presented. As Maximiano (2007, 114) stated, a journalist whose motivation is to pursue the moral mission of providing the public with accurate and valuable information will pass the many tests that the practices impose. Salud (2020, 43) added that it is necessary to understand how newsgathering works. Newsgathering is a compendium of talent, skills, experience, training, and character woven into a seamless whole. Hence, it is relevant to understand this practice, including a journalist's viewpoint in reporting stories about cultural heritage more than the role of the media.

METHODOLOGY

Qualitative Inquiry

In communication research, qualitative studies try to provide a contextual explanation of the meaning behind the action of a communicative activity, such as the practice of cultural heritage reporting. Malik (2022) stated that qualitative research explores subjects' perceptions and understandings of communication. Samaco-Zamora and Fernandez (2016) added that qualitative research allows access to complex feelings, thoughts, and meanings to answer theoretical questions about meanings, understandings, and perceptions. The need to conduct this qualitative study is pivotal as it will enrich the understanding of the communicative act of cultural heritage reporting that needs attention in the academe and the industry.

Participants of the Study

Since the study design is qualitative in nature, it considered four participants following purposive sampling. Nikolopoulou (2022) described purposive sampling as the researcher's judgment when identifying and selecting the individuals, cases, or events that can provide the best information to achieve the study's objectives. The participants were two journalists based in a province and two journalists based in a metropolitan city in the Philippines. The participants were chosen based on the

following criteria: (a) a journalist or someone who works for a television or radio station; (b) a journalist employed for at least two years; and (c) a journalist who reports issues concerning cultural heritage.

Data Collection

The data collection method for this study was a semi-structured interview conducted virtually. The interview enabled the researcher to gather information about circumstances and processes that other means cannot observe effectively. Interviews are particularly well suited to understanding the social actor's experience, knowledge, and worldviews (Lindlof & Taylor 2011, 173).

Data Analysis

The captured data through the interview was transcribed and analyzed by the researcher. In the analysis, the researcher employed a rigorous process of data familiarization, coding, theme development, interpretations, and revisions. The analysis was conducted manually since the data gathered was manageable in volume. Analyzing by hand is still preferred by many people, mainly when the amount of data is not substantial. Using a computer to code fewer than 100 pages of text data is not worthwhile because of the time required to do it (Lindlof & Taylor 2011, 260). To ensure good understanding, the initial write-up was presented to the participants to check their agreement or disagreement with what was presented. The participants gave minor suggestions, and after the researcher addressed the issues, the participants agreed to the final research text presentation.

DISCUSSION OF THE RESULTS

The general research question of this study is: What does cultural heritage reporting accomplish in preserving cultural heritage? To serve the purpose of the study, the researcher asked the participants interview questions, and from the verbatim of the interview, codes were identified that were later categorized as themes. Such themes described the participants' practices of cultural heritage reporting and its accomplishments in preserving cultural heritage.

The analysis of the themes can be considered a theoretical proposition that emerged from the data. As Saludadez (2021) elaborated, constructed knowledge is contextual knowledge – the meaning that defines the action, such as the cultural heritage reporting practices. The data analysis revealed four themes that describe the practice of cultural heritage reporting based on the participants' practices, namely cultural heritage reporting functions as information, education, awareness, and motivation.

Theme 1: Cultural Heritage Reporting as Information

Generally, the participants described their practice of cultural heritage reporting as information sharing. The news stories they produced aim to provide relevant information that help the public make decisions about the role they will play in the many activities concerning cultural heritage. In this description, the practice of cultural heritage reporting provides factual and authoritative information that guides media consumers in their appreciation of cultural heritage. Therefore, it is pivotal that the information used in any news story should be reliable.

Participant A had the following to share:

I always see to it that when I report stories about cultural heritage, the information I share should be factual to promote cultural heritage and its importance well. *Kailangan nailalagay sa stories kung ano ang mga information na ginagawa ng City Government or other agencies and organizations sa preservation efforts for the public to know.* (transl.: It is necessary to put in the news stories the information on the efforts done for the preservation by the City Government or other agencies and organizations so that the public knows about the preservation efforts). (December 2021)

Participant C (April 2023) explained that cultural heritage reporting is challenging compared to another news beat. This kind of reporting requires a lot of consideration of how the information will be put into an understandable presentation, but at the same time, it can also catch the public's interest.

In addition, the information about cultural heritage and the call for its preservation make an audience understand its importance to their lives and to society. The information shared by the media shapes the public's understanding and appreciation of their cultural heritage. That is why – as was shared by the participants – great care is required in choosing the information and the source of such information to be included in a news story. This theme can be related to what Shimray (2019, 2) discussed, namely that informing the people about the persuasive requirement of promoting cultural heritage awakens mindfulness and their interests. Furthermore, it will make them feel apprehensive that the promotion of cultural heritage can be done in different ways. Here, those who consume information are not only the general public but also leaders and policymakers whose possible actions may also contribute to the preservation of cultural heritage. As Ling and Abdullah (2009, 3) reported, media coverage can influence how the public and policymakers become more aware of and think about an important issue. The power of the media relies on the quality of information they include in their story. Reliable information can better guide the public in all their life dealings, while misinformation is inaccurate information. Information about cultural heritage and its delivery in news stories is valuable in public decision-making processes and in participating in a movement for cultural heritage preservation. Hence, as articulated

by Participant A, information should be factual and authoritative. Such trustworthy information can be gathered through intensive research and a strategic decision on choosing the most qualified source. The sharing of information about cultural heritage is vital to all the efforts made in campaigning for the preservation of cultural heritage. Such information will allow for a cultural heritage to be shared intergenerationally.

Theme 2: Cultural Heritage Reporting as Education

Cultural heritage reporting is also educational because cultural heritage information is historical and scientific. However, cultural heritage reporting is different from the typical news reporting practice since it shares relevant information to popularize cultural heritage and disseminate accurate information. The information shared is based on historical accounts, research, and documentation proving authenticity. Hence, according to the participants, extensive research is needed to present factual details in cultural heritage reporting. According to Participant A: "I say educational because in my story I am providing them with facts that could deepen their understanding and appreciation on cultural heritage" (December 2021). Participant B reported: "I provide detailed information about the different cultural heritage that I am reporting because it is my way of imparting knowledge to my audience especially the younger generation. Through my reporting about cultural heritage, I am providing them with essential information not just to be informed but to be educated about cultural heritage and why their appreciation matters" (April 2023). Further, Participant C stated: "I am using my voice as a journalist to educate the people about their culture and heritage. *Para siyang advocacy ko* (translation: it's like my advocacy) as a journalist from a city that give so much importance to the preservation of cultural heritage" (April 2023).

As seen in the participants' responses, cultural heritage as education suggests that the audio-visual features of the media maximized in news reporting are powerful for teaching and empowering the younger generation about cultural heritage. Although different social media platforms are now proliferating as channels of various content about cultural heritage, traditional mass media, such as print and broadcast media, remain among the top choices in educational communication. The traditional mass media still dominate because it is cheap and accessible. More so, because they are cheap and accessible, they are best suited to educate the public about such information and issues about cultural heritage.

As one participant emphasized, cultural heritage reporting is essential in educating the public. Their education on cultural heritage can lead to understanding, appreciating, and preserving cultural heritage. This notion is supported by the discussion of Heritage Films (2020), stating that one of the reasons why generations of people document their history is to ensure told stories are accurately preserved.

Doing so will make sure the next generations understand the knowledge of their culture. There are a lot of experiences and wisdom that can be lost as time passes. If stories are not recorded. When that information is documented, the reader, viewer, or listener has access to historical information that can be of significant value.

Meanwhile, Culture & Creativity (2017) emphasized the importance of education in preserving cultural heritage. Preservation is not possible without education since the latter is the strongest tool to educate people of their role in preservation. Hence, people need to understand the historical objects to be preserved, as well as the benefits of preservation, before being advocates themselves. This shows that the amalgamation of the mass media and education through cultural heritage reporting is valuable. Combining the influential role of education and mass media can further promote the preservation of cultural heritage. Cultural heritage reporting as education will allow more opportunities for cultural heritage to be appreciated massively, leading to its preservation. Understood as a form of education, cultural heritage reporting promotes and teaches what cultural heritage is and why its preservation is essential.

Theme 3: Cultural Heritage Reporting to Raise Awareness

Participants A, C, and D also view cultural heritage reporting as raising awareness with the hope that through their reporting, it can promote the importance of cultural heritage and call for the public to participate in all the conservation or preservation efforts. The mass media, in their role as powerful institutions, are vital in raising people's awareness about different topics in cultural heritage. However, this topic needs to be addressed, and cultural heritage reporting serves as a platform to set the agenda for stories related to cultural heritage.

Participant A stated the following:

Our stories in the media are influential. That is why we should exploit them to better the public's understanding of cultural heritage and what can be done to participate in its preservation. As a journalist, I put importance on reporting cultural heritage. I believe that the better the chances that more people will be more aware of the importance of cultural heritage if it is continuously reported. I repeatedly discuss how an audience can participate in the preservation of cultural heritage for the audience to be aware. *Ano ang magagawa nila?* (transl.: What could have been done?) I feel that if *paulit-ulit natin siyang sinasabi* (transl.: I repeatedly report it), people will eventually learn from it. (December 2021)

Participant B added:

Through my reporting, I am hoping that people will be aware and would understand why we need to preserve cultural heritage *sa huli kapag naintindihan nila* (transl.: and in the end when they understand) they will actively participate to the programs intended for the preservation. (April 2023)

Raising awareness is also explained by Battista (2019) in her article, saying that as human beings, people understand an object or concept, people value them more, and when people value these objects and concepts, they will protect them and strive to learn about them even more. Ling and Abdullah (2009) stated that awareness is essential for protecting and transforming cultural heritage into a gaining factor. Meanwhile, Goodarzparvari and Camejo (2018) explained that a global glance at various cultural heritages would demonstrate that many of these heritages have faced an increasing number of troubles and threats caused by unexpected natural occurrences, environmental parameters, social situations, and some human interventions. Preservation of cultural heritages against various troubles and threats is a complicated task for which several educational and practical approaches are needed. One helpful strategy is through reporting, as explained by the participants. Cultural heritage reporting is a multi-tasked approach to promoting its very subject. Making people aware of their cultural heritage through reporting is a valuable contribution, especially when people neglect their past as part of their identity.

Theme 4: Cultural Heritage Reporting as Motivation

According to the participants, more than providing knowledge to the public about cultural heritage, cultural heritage reporting is about motivation, i.e., motivating the public to participate in all the activities in their capacities to preserve cultural heritage. Through this practice, the public will understand and appreciate cultural heritage. This understanding and appreciation will serve as a motivation to act on cultural preservation. Campaigning for the public's active involvement in all activities concerning cultural heritage through reporting is an essential contribution of this practice, as articulated by Participant D: "I see to it that people are motivated to act, to do something to protect their cultural heritage, that cultural heritage explains who they are" (April 2023). Meanwhile, participant B hopes that people will be motivated to preserve cultural heritage through reporting.

Participant D added that while cultural heritage reporting encourages motivation, this type of reporting is not done regularly because it is not a priority to many news organizations. Stories about cultural heritage are infrequent and can only land in the line-up of any news organization if stories involve many controversies:

Hindi kasi palaging inire-report kaya mahirap din na sabihin na we can motivate the public. Kailangan maging regular offering siya sa line-up ng mga news organizations so that the public will really appreciate cultural heritage. (transl.: It is not regularly reported, so it's hard to tell if we can motivate the public. Cultural heritage stories should be a regular offering in the line-up of news organizations so that the public will really appreciate cultural heritage.) (April 2023)

In sum, cultural heritage reporting as motivation manifests the influential role of journalists in society. Cultural heritage reporting makes society understand, appreciate, and preserve their cultural heritage.

Sub-themes: Cultural Heritage Reporting in Practice

The four participants stated that cultural heritage reporting requires different treatment than doing police, political, business, and other stories. After identifying the themes, further analysis also revealed that to perform the participant's cultural heritage reporting, there are specific practices (sub-themes) that the participants are also engaged in. Hence, to deliver a relevant story in cultural heritage, the following are the sub-themes that emerged: conducting research, selecting sources, and constructing creative and dramatic visuals.

Conducting Research

The participants explained that reporting cultural heritage requires an in-depth understanding of relevant information that would make a story clear. All the information presented should always be truthful and accurate, which can only be achieved by researching a news story, implying that cultural heritage reporting requires in-depth data gathering. Information needed in this reporting is valuable for all stakeholders to understand cultural heritage and enable them to appreciate it and eventually take action to preserve it. This theme is supported by Manav Rachna Educational Institution's (n.d.) statement, positing that research brings objectivity and accuracy to news reporting. Hence, a good story is always the outcome of research and investigation. Any information included in a news story should be reliable. The conduct of research can ensure the reliability of information about cultural heritage. Reliable information that is a product of research is what cultural heritage reporting should require – considering the practices that the participants identified, such as information, education, raising awareness, and motivation. In addition, research is a requirement to ensure that cultural heritage is reported realistically, allowing the intergenerational transmission of cultural heritage to be

as authentic as possible. In general, cultural heritage reporting aims to allow cultural heritage to thrive for many more generations based on accurate information that is the product of intensive research.

Choosing Sources

The accuracy of a cultural heritage story is also best achieved by choosing the most credible sources of information. The participants explained that a news source in cultural heritage reporting could be an expert in the field, strengthening the discussion presented by the news story. The source/s of information should be credible for a credible story. This theme is consistent with what Greer and Kiouisis (cited in Ling & Abdullah 2009, 7) posited, namely that media's credibility depends on the source and medium. The selection of a news source can establish the credibility of a cultural heritage report. The participants emphasized that authority or knowledge of cultural heritage should be prioritized as a news source. Like any other news beat, cultural heritage reporting values the very tenet of journalistic practice that ensures credibility in all aspects.

Creative and Dramatic Visuals

The participants shared that to capture the attention of media consumers about cultural heritage, stories should be presented creatively by using expressive visuals and can bring a sense of reality. As the participants explained, the use of creative and dramatic visuals can capture the attention of viewers for them to appreciate the beauty of the many kinds of cultural heritage. In a way, it is also a strategy to maintain the interest of the audiences in watching cultural heritage reports that to some are considered boring. Such practice is consistent with what Ling and Abdullah (2009, 6) stated, namely that visuals are attention-grabbing and readily foster an emotional connection with the viewer. Cultural heritage reporting requires creativity. This includes the proper selection of visuals that can make the reporting more appealing and effective. In addition, when the tangible or intangible cultural heritage is appropriately photographed, the reporter should apply proper techniques and strategies, rendering the visuals of cultural heritage reporting creative and dramatic. According to the participants, this is a manifestation that a cultural heritage reporter is hands-on in the entirety of the news management process. A cultural heritage reporter does not only gather information or write a news story, but he is also involved in other processes, such as selecting creative and dramatic visuals.

Participant B said:

In doing a report about cultural heritage reporting, creative visuals are good support to the entire news package especially to us who are working in the television. *Kaya nga*

palagi namining iniisip ng cameraman ko kung papaano ang magandang paraan to capture yung magandang visuals, yung color, framing, kind of shots na gagamitin, dapat meron din siyang texture at parang yung, and visuals are telling something, lively, siya ganun. (transl.: I and my cameraman would always think how to capture good visuals, color, framing, kind of shots to use. Our visuals should also have a feel of texture and visuals are telling something, lively, it should be lively). (December 2021)

Practices in Addressing Challenges in Cultural Heritage Reporting

The participants explained that, like any news story, challenges in reporting cultural heritage are inevitable, affecting the production and presentation of a story. Hence, the participants also identified their practices in addressing challenges in cultural heritage reporting.

Limited Resources

According to Participant A, who is based in the province, there are limited resource–persons, documents, and research materials needed to complete a story related to cultural heritage. The participant said that in writing a complete cultural heritage story, interviews with experts in the field, and documents that would support it are essential. Participant A stated:

We have our local experts here, but those who are connected to national agencies related to cultural heritage preservation is a challenging to connect with. The media should also be given an access if we have repository of documents related to cultural heritage. *Ang mahirap kasi* is the process to get some documents is also challenging *sa haba ng proseso na pinagdadaanan.* (transl.: What is hard and also challenging is the process to get some documents because the process of requesting is rigorous.) At least there should have an understanding that we in the media are their partners in the cause of preserving cultural heritage. (December 2021)

Although some cultural heritage sites are difficult to go to for some of the experts on the topic, the participant tapped all available media to get the perspectives of agencies, organizations, personalities, or even officials outside the province. For example, virtual interviews on the phone and online via video calls are now an acceptable medium for newsgathering, if it is done legally. As Acree (2021) stated, while it certainly has drawbacks, video interviews can save executives and reporters tons of time and make connecting across time zones much more accessible. Hence, maximizing the potential for the new information and communication technology products to be connected to sources of information

about cultural heritage – regardless of location and time zone – is an alternative solution to limited sources. A policy on easy access to documents related to cultural heritage should also be in place for journalists but still guided with the protection of these important documents, as shared unanimously by the study's four participants.

Lack of Training

In a sense, information about cultural heritage can be considered historical and scientific. To present a comprehensive report about cultural heritage, a reporting journalist should at least understand the specifics of cultural heritage and the efforts done for its preservation. However, the participants shared that some journalists who report cultural heritage need the necessary training and education regarding cultural heritage and the appropriate reporting practices. Hence, the participants agreed that attendance at trainings should be prioritized by journalists doing stories about cultural heritage. Tabios (2021) stated that for local media to have an intense interest in cultural heritage, they should be re-oriented on the importance and values of it. The schools and the local government units should play vital roles in the undertakings. The lack of training can also be associated with cultural heritage reports not being a regular news beat of news organizations. Hence, employers do not prioritize the provision of professional development for journalists.

Preservation: The Accomplishment of Cultural Heritage Reporting

By connecting the themes and sub-themes, it can be said that through the participants' practices, cultural heritage reporting provides information, education, awareness, and motivation, leading to the preservation of cultural heritage itself. Cultural heritage preservation is expected because, through the practice, the people are informed, educated, and made aware of the need and their role to play in the preservation efforts. This concurs with what Mulder (2019) articulated, namely that creating heritage consciousness in the global community is a significant achievement. Becker (n.d) added that armed with information each individual can become a powerful advocate in promoting a safer environment for cultural heritage and cultural property. Such statements strengthen the importance of cultural heritage reporting. As Nahak (2018) stated, the mass media through its reporting plays a vital role in propagating any particular culture.

Similarly, when reported by the news, the care and maintenance of different heritage sites and their vulnerability immediately attract attention, and measures are taken for their preservation. While cultural heritage reporters practice the profession in the same manner as the other journalists assigned to another news story, cultural heritage reporters do not only provide information, education,

awareness, and motivation. They follow goals in their practice to safeguard and eventually preserve rich cultural heritage through news reporting. Hence, cultural heritage reporting ensures that the richness of one's cultural heritage is transmitted intergenerationally. It is a goal-oriented communication practice that allows the present cultural heritage to be appreciated by many generations. As the participants shared, cultural heritage reporting is a shared responsibility of journalists to their community. It is a practice that contributes to the preservation of cultural heritage which is a valuable part of one's identity.

However, the accomplishment of cultural heritage reporting is a significant contribution of communication and journalism that is not highlighted. Such accomplishment is critical and valuable for one's identity to be preserved, contributing to the development of a nation. Cultural heritage is one's identity, and its preservation for many more generations should be ensured as development can only be achieved if we understand ourselves and the community we belong to, which is achieved through practicing cultural heritage reporting.

CONCLUSION

This qualitative study has proposed a contextual explanation and understanding of cultural heritage reporting and the accomplishment of practicing such. After analyzing and interpreting the interview transcript of the participants, four themes emerged that describe cultural heritage reporting that provides information, education, raising awareness, and motivation. Furthermore, from the four themes that emerged, the sub-themes are the specific practices of the participants. The voice of cultural heritage reporters was acknowledged and the study provides a theoretical proposition of what cultural heritage reporting accomplishes in promoting the importance of cultural heritage.

While undertaking the study, the researcher concluded that cultural heritage reporting is often ignored and considered as an underrated act of journalism that can be explored in communication research because this act serves an important role in the fabric of society. Hence, future research can be done using other qualitative methodological traditions. It is also important for other muted voices relevant to this practice to be heard and make their voice privileged for the practice to be better known and appreciated.

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