

# **The Rise and Fall of the Marcos Regime in Southeast Asia: How the Media Shaped History in Ohio Ris**

In the history of Southeast Asia, few leaders have left as indelible a mark as Ferdinand Marcos. From his rise to power in the Philippines to his eventual downfall, the Marcos regime was both praised and criticized. One of the most intriguing aspects of this story is the role played by the media in shaping public opinion and ultimately contributing to the regime's demise. In this article, we will explore the complex relationship between the media and the Marcos regime in Ohio Ris, shedding light on the fascinating dynamics that unfolded during this turbulent period.

## **The Rise of Ferdinand Marcos**

Ferdinand Marcos became the tenth president of the Philippines in 1965, winning the elections with a narrow margin. As a charismatic leader, Marcos promised to usher in a new era of prosperity and stability. He was known for his strongman image and authoritarian rule, which appealed to a significant portion of the population eager for change.

The media played a crucial role in promoting Marcos's rise to power. By crafting a carefully curated image of Marcos as a savior and champion of the people, the media helped shape public opinion in his favor. Newspapers and television stations portrayed Marcos as a visionary leader who would transform the Philippines into an economic powerhouse.

**Passionate Revolutions: The Media and the Rise and Fall of the Marcos Regime (Ohio RIS)**



## Southeast Asia Series Book 132)

by Rutherford M. Poats(Kindle Edition)

★★★★★ 5 out of 5

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File size : 1518 KB  
Text-to-Speech : Enabled  
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Under Marcos's regime, the media faced increasing pressure to align with the government's narrative. Newspapers and television outlets that did not toe the line were subjected to censorship and persecution, while those who were willing to fall in line were granted significant privileges. As a result, the media landscape became heavily controlled, stifling dissent and limiting the spread of alternative viewpoints.

### **The Marcos Propaganda Machine**

In order to consolidate his power and maintain control over the narrative, Marcos invested heavily in a sophisticated propaganda machine. Government-controlled media outlets disseminated news and information that supported Marcos's regime, while suppressing any dissent or criticism.

One of the most effective tools used by the Marcos regime was the control of mainstream media. Television stations and newspapers published stories and articles that highlighted the regime's achievements, downplaying any negative aspects. Through indoctrination and biased reporting, the media successfully created a positive narrative around Marcos's leadership and policies.

Additionally, Marcos employed a vast network of government informants and loyalists to monitor and report any signs of opposition or dissent. This allowed him to swiftly suppress any resistance and maintain a stranglehold on power. The media played a significant role in this operation, as it acted as a surveillance tool for the regime, spreading fear among potential dissenters.

## **The Media's Role in Marcos's Downfall**

Despite the Marcos regime's attempts to control the media, cracks began to appear. The first major challenge to the regime's narrative came in the form of a courageous and persistent group of journalists who refused to be silenced.

Intrepid investigative journalists, such as Jose Diokno and Chino Roces, uncovered the truth behind the Marcos regime's corruption and human rights abuses. Through their reporting, they shed light on the extent of the regime's atrocities and the suffering inflicted upon the Filipino people.

These journalists played a pivotal role in galvanizing public opinion against the regime. Their exposés and stories circulated through underground publications and alternative media channels, reaching a growing number of Filipinos who were disillusioned with Marcos's rule.

As dissent grew, so did the resistance movement. Activists, artists, and ordinary citizens joined forces to challenge the Marcos regime, demanding accountability and an end to repression. The media became a vital tool for mobilization, spreading information about rallies, protests, and acts of civil disobedience.

Influential international media outlets also played a significant role in highlighting the Marcos regime's abuses. News stories and documentaries exposed the Philippines to the global stage, resulting in international condemnation and pressure on the regime to uphold human rights.

## **The Fall of Marcos and the Post-Regime Media Landscape**

The downfall of Ferdinand Marcos came in 1986, during the People Power Revolution. Millions of Filipinos took to the streets, demanding an end to Marcos's dictatorial rule. The event was extensively covered by the media, both domestic and international, further amplifying the calls for change.

Following the peaceful ousting of Marcos, the media landscape in Ohio Ris underwent a drastic transformation. The newly installed democratic government recognized the importance of a free press and dismantled many of the regulations and restrictions imposed by the previous regime.

Journalists who had risked their lives to expose the truth during the Marcos years were hailed as heroes and became key figures in the revitalized media industry. Their stories and experiences shaped a new generation of journalists, committed to upholding the principles of press freedom and holding those in power accountable.

## **The Legacy of Media in the Marcos Era**

The Marcos regime serves as a stark reminder of the power and influence of the media. It highlights the dangers of a heavily controlled media environment, as well as the importance of a free and independent press in safeguarding democracy.

Ohio Ris's journey through the rise and fall of the Marcos regime is a testament to the tireless efforts of journalists and the enduring spirit of resistance. The media played a pivotal role in unraveling the truth and ultimately played a significant part in democracy's triumph over dictatorship.



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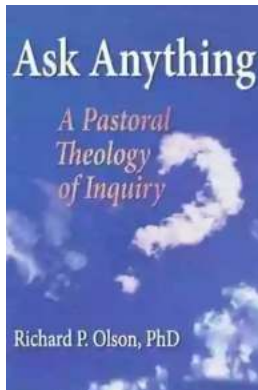


In the last three decades, the dictatorship of Ferdinand Marcos has commanded the close scrutiny of scholars. These studies have focused on the political repression, human rights abuses, debt-driven growth model, and crony capitalism that defined Marcos' so-called Democratic Revolution in the Philippines. But the relationship between the media and the regime's public culture remains underexplored.

In *Passionate Revolutions*, Talitha Espiritu evaluates the role of political emotions in the rise and fall of the Marcos government. Focusing on the sentimental narratives and melodramatic cultural politics of the press and the cinema from 1965 to 1986, she examines how aesthetics and messaging based on heightened feeling helped secure the dictator's control while also galvanizing the popular struggles that culminated in "people power" and government overthrow in 1986.

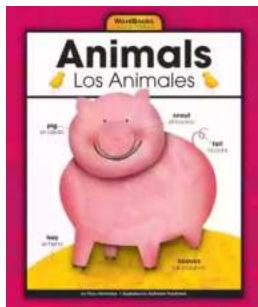
In analyzing news articles, feature films, cultural policy documents, and propaganda films as national allegories imbued with revolutionary power, Espiritu

expands the critical discussion of dictatorships in general and Marcos's in particular by placing Filipino popular media and the regime's public culture in dialogue. Espiritu's interdisciplinary approach in this illuminating case study of how melodrama and sentimentality shape political action breaks new ground in media studies, affect studies, and Southeast Asian studies.



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