



Republic of the Philippines
Department of Education

REGION I
SCHOOLS DIVISION OF THE CITY OF BATAC

Advisory No. **022**, s. 2026

27 JAN 2026
In compliance with DepEd Order (DO) No. 8, s. 2013
this advisory is issued not for endorsement per DO 28, s. 2001,
but only for the information of DepEd officials,
personnel/staff, as well as the concerned public.
(Visit www.deped.gov.ph)

28th WORD CUP PHILIPPINES-NATIONAL JOURNALISM CONFERENCE AND CONTEST

The Word Cup Associated Editors Co. invites both public and private schools nationwide to its 28th Cup Philippines-National Journalism Conference and Contest, at Ating Tahanan, Baguio City, on March 6-8, 2026.

This year's theme, Stories that Matter: Campus Journalism for Community and Nation, highlights the role of campus journalism in giving voice to local narratives, promoting social awareness, and cultivating young communicators who can critically engage with issues affecting their schools, communities, and country. Through practitioner-led workshops, newsroom simulations, and rigorously judged contests, the program reinforces journalistic standards, media literacy, and ethical storytelling among learners.

The 28th Word Cup Philippines offers the following:

- Hands-on capacity building sessions for student journalists and school paper advisers aligned with current media practices and digital platforms;
- Authentic newsroom and press conference simulations that promote experiential learning, critical thinking, and collaboration.
- Publication and showcase opportunities for outstanding student outputs that reflect community and development concerns; and
- Institutional recognition through the Word Cup Ambassadors Award for exemplary schools, advisers and educational leaders.

The event is open for elementary, junior, and senior high school learners. Interested participants can register through the link: <https://bit.ly/28thWorCupPH>.

Participation of learners and teachers from public and private schools shall be purely voluntary and will not hamper instructional time in compliance with the provision of DepEd Order (DO) No. 012, s. 2025 titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith, and the policy on off-campus activities stated in DO 66, s. 2017.

This is also subject to the no-collection policy as stated in Section 3 of the Republic Act No.5546 also known as An Act Prohibiting the sale of Tickets and/or the Collection of Contributions for Whatever Project or Purpose from Students and

865



DepEd Batac City



batac.city@deped.gov.ph



www.csdbatac.com

Asuncion Street, 16-S Quiling Sur,
City of Batac, Ilocos Norte
Telephone No.: (077) 677-1993

Teachers of Public and Private Schools, Colleges and Universities (Ganzon Law), issued in DO 19, s. 2008, and reiterated in DepEd Memorandum No. 041, s. 2024.

For information, please contact:

Word Cup Associated Editors Co.
Mobile Number: 0954-190-2247
Email Address: wordcup.philippines@gmail.com
Facebook Page: facebook.com/associatededitorsco


2601127/zsp/Advisory 28thWordCupPhilippines
25086/January 26, 2026

Advisory No. **010**, s. 2026

January 8, 2026

In compliance with DepEd Order (DO) No. 8, s. 2013
this advisory is issued not for endorsement per DO 28, s. 2001,
but only for the information of DepEd officials,
personnel/staff, as well as the concerned public.
(Visit www.deped.gov.ph)

**28th WORD CUP PHILIPPINES–NATIONAL JOURNALISM CONFERENCE
AND CONTEST**

The Word Cup Associated Editors Co. invites both public and private schools nationwide to its 28th Word Cup Philippines–National Journalism Conference and Contest, at Ating Tahanan, Baguio City, on March 6–8, 2026.

This year's theme, Stories that Matter: Campus Journalism for Community and Nation, highlights the role of campus journalism in giving voice to local narratives, promoting social awareness, and cultivating young communicators who can critically engage with issues affecting their schools, communities, and country. Through practitioner-led workshops, newsroom simulations, and rigorously judged contests, the program reinforces journalistic standards, media literacy, and ethical storytelling among learners.

The 28th Word Cup Philippines offers the following:

- Hands-on capacity-building sessions for student journalists and school paper advisers aligned with current media practices and digital platforms;
- Authentic newsroom and press conference simulations that promote experiential learning, critical thinking, and collaboration;
- Publication and showcase opportunities for outstanding student outputs that reflect community and development concerns; and
- Institutional recognition through the Word Cup Ambassadors Award for exemplary schools, advisers, and educational leaders.

The event is open for elementary, junior, and senior high school learners. Interested participants can register through the link: <https://bit.ly/28thWordCupPH>.

Participation of learners and teachers from public and private schools shall be purely voluntary and will not hamper instructional time in compliance with the provisions of DepEd Order (DO) No. 012, s. 2025, titled Multi-Year Implementing Guidelines on the School Calendar and Activities and DO 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith, and the policy on off-campus activities stated in DO 66, s. 2017.

This is also subject to the no-collection policy as stated in Section 3 of Republic Act No. 5546 also known as An Act Prohibiting the Sale of Tickets and/or the Collection of Contributions for Whatever Project or Purpose from Students and Teachers of Public and Private Schools, Colleges and Universities (Ganzon Law), issued in DO 19, s. 2008, and reiterated in DepEd Memorandum No. 041, s. 2024.

For more information, please contact:

Word Cup Associated Editors Co.
Mobile Number: 0954-190-2247
Email Address: wordcup.philippines@gmail.com
Facebook Page: facebook.com/associatededitorsco





15 January 2026

Dear Superintendent:

Warm greetings!

Good news. The Department of Education – Central Office has issued an advisory encouraging schools nationwide to participate in the **28th Word Cup Philippines – National Journalism Conference and Contest**, happening on **March 6–8, 2026 in Baguio City**.

The conference theme, **“Stories that Matter: Campus Journalism for Community and Nation,”** highlights the role of campus journalism in giving voice to local narratives, promoting social awareness, and cultivating young communicators who can critically engage with issues affecting their schools, communities, and the country. Through practitioner-led workshops, newsroom simulations, and rigorously judged contests, the program reinforces journalistic standards, media literacy, and ethical storytelling among learners.

For decades, Word Cup Philippines has become one of the country’s longest running and most trusted platform for the training and recognition of campus journalists, school paper advisers, and student publication leaders. The conference is designed to strengthen journalism as both a skill and a civic responsibility, emphasizing storytelling that is grounded in community realities, public service, and national development.

Recent Word Cup conferences have drawn thousands of participants from across the regions, providing immersive learning experiences such as live press briefings, writing laboratories, editing clinics, and multimedia storytelling workshops. Participating schools benefit not only from student achievements and national recognition, but also from strengthened institutional capacity in communication, literacy, and creative learning.

The **28th Word Cup Philippines** will offer:

- * **Hands-on capacity-building sessions** for student journalists and school paper advisers, aligned with current media practices and digital platforms
- * **Authentic newsroom and press conference simulations** that promote experiential learning, critical thinking, and collaboration
- * **Publication and showcase opportunities** for outstanding student outputs that reflect community and development concerns
- * **Institutional recognition** through the Word Cup Ambassadors Award for exemplary schools, advisers, and education leaders

In view of the DepED’s continuing thrusts on literacy development, 21st-century skills, values formation, and civic engagement, we respectfully request **cascading this information** to schools, and if possible, explore funding options through their **MOOE or SEF or Training funds**, which support various learning and development initiatives.

Registration details, program overview, and guidelines are provided in the attached materials. Interested participants may also register through <https://bit.ly/28thWordCupPH>, and direct inquiries to wordcup.philippines@gmail.com and 0954-190-2247. Updates are likewise available through our official Facebook page, Word Cup Associated Editors Co.

We would be deeply grateful for your support in empowering the next generation of storytellers, truth-seekers, and nation-builders.

With sincere regards,


EUGENIO SONNY O. CALAPIT, Ed.D., EnP
Executive Director



28th Word Cup Philippines Indicative Matrix of Activities*

6 March 2026 (Friday)			
4:00-5:00 PM	Arrival of participants; Distribution of IDs, kits and t-shirts		
7 March 2026 (Saturday)			
7:00-8:00 AM	Distribution of IDs, kits and t-shirts		
8:00-11:30 AM	Opening Program & Press Conference		
11:30 AM – 12:45 PM	Lunch		
1:00-3:00 PM	News Writing (NW) <i>Pagsulat ng Balita</i>	Feature Writing (FW) <i>Pagsulat ng Lathalain</i>	Editorial Writing (EDW) <i>Pagsulat ng Pang-ulong Tudling</i>
3:00 PM	Output deadline for NW, FW and EDW participants		
3:15-4:00 PM	Mobile Journalism (MJ)	Photojournalism (PJ)	Sports Writing (SP) <i>Pagsulat ng Balitang Isports</i>
4:00 – 5:00 PM	Coverage of Sports event		
5:00 – 6:00 PM	Workshop (MJ, PJ, SP)		
6:00 PM	Output deadline for MJ, PJ and SP participants		
8 March 2026 (Sunday)			
8:00-10:00 AM	Science & Technology Writing (STW) <i>Pagsulat ng Agham at Teknolohiya</i>	Copyreading & Headline Writing (CHW) <i>Pag-uulo at Pagwawasto ng Balita</i>	Editorial Cartooning (EC) <i>Paglalarawang Tudling</i>
10:00 AM	Output deadline for STW, CHW and EC participants		
10:15- 12:00 NN	Watercolor Wellness		
12:00-1:30 PM	Lunch		
1:45-5:00 PM	Awarding Ceremony <i>Word Cup Ambassador Award (School Paper Advisers)</i> <i>Word Cup Institutional Ambassador Award</i> <i>Recognition of Exemplary Work</i>		

* SUBJECT TO CHANGE

Please note that the actual program starts on 7 March 2026. Participants arriving in Baguio City on 6 March 2026 can claim their IDs, kits and shirts from 4:00 to 5:00 PM at the venue.



DETAILS OF REGISTRATION

Objectives of the press coverage and national contest:

1. Enhance skills in writing, photography, and mobile journalism.
2. Cover live press briefings.
3. Recognize and award exemplary work.
4. Publish quality outputs in national media.

Contests are **optional** and open to:

- Elementary, junior, and senior high school students
- Tertiary students
- School paper advisers, language and communication arts teachers, department heads, school heads, and public information officers

What to bring:

- *Mobile Journalism participants* – cellphone, lapel/mic, and/or laptop with video editing applications
- *Photojournalism participants* – cameras or cellphones

WORD CUP AMBASSADORS AWARD

- Aspirants must submit a **2 to 3-minute video message/testimonial** on how Word Cup workshops have benefited students, teachers, or schools. These will be posted on our social media pages.
- To qualify as an **Institutional Ambassador Awardee**:
 - Bronze: minimum of 10 participants
 - Silver: minimum of 15 participants
 - Gold: minimum of 20 participants

ACCOMMODATION AND LOGISTICS

Overnight accommodation on March 7 is included BUT transportation for activities outside the venue are **not included** and must be shouldered separately by participants.

T-SHIRT CUTOFF DATE

- Official Word Cup t-shirts are available at **₱400/shirt**.
- **Order deadline: 15 February 2026** (to allow time for production)



28th Word Cup Philippines Participation Fee per person (includes overnight accommodation for March 7 only)	
Early bird <i>Payment made on or before 15 February 2026</i>	₱6,500
Regular <i>Payment made from 16 February 2026 onwards</i>	₱7,000
Meals 7 March – AM and PM snacks, Lunch and Dinner 8 March – Breakfast, AM snacks, and Lunch	
Transportation NOT included	
Additional night accommodation without meals – P1,000/person	
Participation fees may be deposited to: BDO Account Number 012330 081983 Account Name: Word Cup Associated Editors Co.	

No Word Cup event has ever been rescheduled or cancelled. For own cancellation in case of force majeure and government pronouncement, **fees paid may be applied to the next Word Cup event.**



Advisory No. **010**, s. 2026

January 8, 2026

In compliance with DepEd Order (DO) No. 8, s. 2013
this advisory is issued not for endorsement per DO 28, s. 2001,
but only for the information of DepEd officials,
personnel/staff, as well as the concerned public.
(Visit www.deped.gov.ph)

28th WORD CUP PHILIPPINES-NATIONAL JOURNALISM CONFERENCE AND CONTEST

The Word Cup Associated Editors Co. invites both public and private schools nationwide to its 28th Word Cup Philippines-National Journalism Conference and Contest, at Ating Tahanan, Baguio City, on March 6-8, 2026.

This year's theme, *Stories that Matter: Campus Journalism for Community and Nation*, highlights the role of campus journalism in giving voice to local narratives, promoting social awareness, and cultivating young communicators who can critically engage with issues affecting their schools, communities, and country. Through practitioner-led workshops, newsroom simulations, and rigorously judged contests, the program reinforces journalistic standards, media literacy, and ethical storytelling among learners.

The 28th Word Cup Philippines offers the following:

- Hands-on capacity-building sessions for student journalists and school paper advisers aligned with current media practices and digital platforms;
- Authentic newsroom and press conference simulations that promote experiential learning, critical thinking, and collaboration;
- Publication and showcase opportunities for outstanding student outputs that reflect community and development concerns; and
- Institutional recognition through the Word Cup Ambassadors Award for exemplary schools, advisers, and educational leaders.

The event is open for elementary, junior, and senior high school learners. Interested participants can register through the link: <https://bit.ly/28thWordCupPH>.

Participation of learners and teachers from public and private schools shall be purely voluntary and will not hamper instructional time in compliance with the provisions of DepEd Order (DO) No. 012, s. 2025, titled *Multi-Year Implementing Guidelines on the School Calendar and Activities* and DO 9, s. 2005 titled *Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*, and the policy on off-campus activities stated in DO 66, s. 2017.

This is also subject to the no-collection policy as stated in Section 3 of Republic Act No. 5546 also known as *An Act Prohibiting the Sale of Tickets and/or the Collection of Contributions for Whatever Project or Purpose from Students and Teachers of Public and Private Schools, Colleges and Universities (Ganzon Law)*, issued in DO 19, s. 2008, and reiterated in DepEd Memorandum No. 041, s. 2024.

For more information, please contact:

Word Cup Associated Editors Co.
Mobile Number: 0954-190-2247
Email Address: wordcup.philippines@gmail.com
Facebook Page: facebook.com/associatededitorsco

Published Articles, 27th Word Cup Philippines
<https://bit.ly/WordCupYearenderDailyTribune>



NATION

Word Cup's fight vs disinformation through experience



FILED BY: CCD, Sara Rep. Terry Rido comments on Hilary incident. Photo from the House of Representatives.

Alvin Murcia

Published on: 07 Jan 2020, 05:07



As misinformation floods social media and trust in institutions wavers, Word Cup Philippines is doubling down on experiential journalism – training students not just to write, but to question, verify, and serve the public.

As jubilant students in crisp school uniforms lined up for registration at the storied Plaridel Hall of the National Press Club, it was clear this was no ordinary campus activity. Press credentials were issued, notebooks opened, and cameras readied. Moments later, the announcement came: participants in the news, editorial, and feature writing categories were to prepare for an actual press briefing.

This was Word Cup Philippines at work – where journalism is not taught as theory, but practiced in real time.

Professional journalists and seasoned reporters attended not merely to cover the event, but to mentor the next generation of truth-tellers. Instead of inspirational national issues: flood control controversies, political dynasties, and governance questions – raised directly with a sitting lawmaker.

Representative Terry Rido of the Bicol Saro Partylist was met not with scripted questions, but with sharp, no-holds-barred inquiries from students as young as 12. It was journalism stripped to its essentials: curiosity, courage, and accountability.

The press briefing offered participants and school publication advisers a rare chance to step into the shoes of working reporters – covering live issues, framing questions, producing stories, and defending facts under deadline pressure.

This experiential learning model is Word Cup's signature, and one that even the Department of Education and the Commission on Higher Education may find both relevant and effective in upskilling young communicators.

In an era shaped by artificial intelligence, disinformation, and content shortcuts, Word Cup insists on something radical: original thinking, clear writing, and verified reporting. Outputs are evaluated not just for style but for substance, ensuring that ideas are organized into coherent arguments grounded in facts.

Now in its 27th season, Word Cup has become a national microcosm of perspectives, bringing together students and advisers from across the Philippine archipelago to engage with issues that matter – from governance and the environment to science and community journalism.

Published Articles, 26th Word Cup Philippines

As promised to participants whose works are outstanding, our speaker gave this incredible opportunity, and they're reaping the rewards! 🏆 Your Word Cup family salutes your hard work and dedication! <https://www.facebook.com/share/p/1B9XQnS4aG/>

MANILA BULLETIN

Lifestyle | YOUTH

B-5 | TUESDAY, SEPTEMBER 16, 2025

EDITORS: RAY ROBES ULAAN AND BRIZETTE CHU
 ASSOCIATE EDITOR: JOHN ROLAND LEGASPI

facebook.com/associatededitorsco
 wordcup.philippines@gmail.com

VOICES

How to become a maid at age 70

Reflections of a young person on the cycle of life

By **LEONOR BERN SORIANO**, 17
 Under 18
 The Lady of Penangal Senior College in Marikina City
 Illustration by **MARCO CHAVEZ**

I remember a maid at age 70, you could meet her in a park, but not too young for her years. She was a woman, her hair was grey, and her face was wrinkled. She was a woman, her hair was grey, and her face was wrinkled. She was a woman, her hair was grey, and her face was wrinkled.



The author

Follow these steps, and you will find a job in Manila, a beautiful city with a rich history and a vibrant culture. It is a city of contrasts, where the old meets the new, and the rich and the poor coexist.

The choice is yours: Walk the expected path, or forge a path of your own, becoming the master of a future that bends to what is right.

It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it.

proportion. Being a student this late will cause your parents, and your friends, to worry. It will cause your parents, and your friends, to worry. It will cause your parents, and your friends, to worry.

It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it.

It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it.



A Heart in Two Places

It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it.

It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it.

It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it.

It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it.

It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it.

It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it.

It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it.

It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it.

It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it. It is not the path that matters, but the person who walks it.

Emilio Blas launches 'A Heart in Two Places,' a book that honors OFWs

How volunteering transforms communities—and volunteers themselves

South Korean author Hwang Bo-Ram on how a small bookstore became a global sanctuary

Worth your salt

Through his SolSAn invention, John Carlo Lama Reyes has become the national winner of the 2025 James Dyson Award

John Carlo Lama Reyes

'I hope this inspires more young Filipino designers to look to our own communities and industries for solutions that can create lasting change.'

In an interview with Manila Bulletin Lifestyle, John explained that to win a society challenge at P&G, you need a solution that can be implemented in a low-income setting. He said, "I hope this inspires more young Filipino designers to look to our own communities and industries for solutions that can create lasting change."

Worth your salt

Through his SolSAn invention, John Carlo Lama Reyes has become the national winner of the 2025 James Dyson Award

John Carlo Lama Reyes

Worth your salt

Through his SolSAn invention, John Carlo Lama Reyes has become the national winner of the 2025 James Dyson Award

John Carlo Lama Reyes

Worth your salt

Through his SolSAn invention, John Carlo Lama Reyes has become the national winner of the 2025 James Dyson Award

John Carlo Lama Reyes

Worth your salt

Through his SolSAn invention, John Carlo Lama Reyes has become the national winner of the 2025 James Dyson Award

John Carlo Lama Reyes

Published Articles, 25th Word Cup Philippines Ninth Masterclass
<https://www.facebook.com/share/p/16fQ42s8pV/>

MANILA BULLETIN

Lifestyle | YOUTH

B-8 | TUESDAY, JULY 19, 2023

EDITORS: REY HOBEL-LAJAN AND KRISTYTE CWU
 ASSOCIATE EDITOR: JOHN BOLAND LEGASPI
 lifestyle@mb.com.ph
 manilabulletinlifestyle

VOICES

The youth must practice digital discernment

Scroll, think, decide

By **MR. VINCE R. GABRILA**
 Manila Bulletin College
 Staff Magazine Department

Did you know? "Why yes, why not?" "Why not?" "Why did they do that?" "Why did they do that?"

These are the questions lingering in our minds and hearts whenever we are asked about a fun topic. Now, mind if you share yours?

In a world where technology is rapidly evolving, the youth are most likely to be influenced. Growing up surrounded by gadgets and devices, this is bound to happen.

Everyone carries gadgets loaded with social media apps like Facebook, YouTube, Instagram, X, TikTok, Threads, and more, drawn to the relative "fun" they provide. Spending time on these apps, "doing nothing" might seem enjoyable, as you're entertained without paying a cent.

Social media is a platform where not only can you connect and converse with friends and loved ones, but also access knowledge and cultured entertainment. You can share various information, interact with people, and build relationships. It's an event for your personal growth through new tutorials and lessons.

"How-to" guides and crash courses on YouTube. As long as you have



The author

Internet access, the possibilities are endless. It can be a helpful tool to unwind and relax after a long, hectic day.

Being on these social media platforms also allows users to follow people they admire for any reason—admirer of what the individual starts to do.

People are easily influenced, especially those who are quick to let their guard down. With the "right" structure of opinion and the promise of "right" data, anyone can be swayed. This fuels the spread of misinformation and the erosion of popularity because the internet is a wild place.

In any topic—beauty, travel, art, science, and more—everyone is entitled to their own opinion. But one someone sees a post that contradicts their views, and it has massive engagement, something that they may want to check. Without this, a long to share about, a certain debate and opinion opens a post with too, overdone and all comments. What do you think they'll do? Of course, they'll read it. But the catch is, they're hearing only one side of the story. That's why having your own opinion matters. Hear it and use it, only after knowing and understanding the full story.

A post may offer facts, but that doesn't mean it's 100 percent accurate.



Editors: Rey Hobel-Lajan and Kristyte CWU



Artwork by Edward Emano Lamas

According to Pew Research Center, 93 percent of teens worldwide use social media apps. That means 93 percent can scroll through TikTok, with a 50 percent chance of being influenced. Through engagement, the industry is fueled by influence. Thanks to algorithms that take content to the front, it's like a viral game you have every day where you ask yourself, "Are you?" — then end up agreeing with the post simply because it says "is it so good?" and "loveable."

People are easily influenced, especially those who are quick to let their guard down.

We live in an age of artificial intelligence, growing more powerful with time. Let's not underestimate, nor disregard, our ability to think critically and form our own opinions. We are all entitled, and we are powerful in our own right, and that's something we can take away.

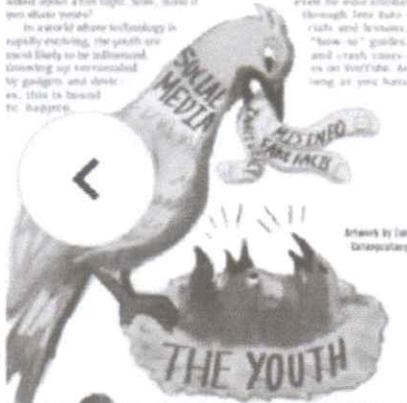
As the youth, read not for a single

post, define what you believe and things only stand for. Do any false youth, I order this reminder: Understand, reflect, and discuss actively, drawing from verified information and credible sources. Let truth guide your voice, not just what's trending.

Mr. Vince R. Gabrila is a student journalist for The Horizon, the official student publication of St. John's University—New Education Department. He has been published in several national and international journals, such as the 20th World Cup held in Batavia.

He is also a member of the youth's dedicated space for young writers and future journalists as they talk about the topics that matter to their generation— from pop culture and social trends to mental health, education, and everything in between.

If you have an article you want to publish, send your submissions to stjohnsbulletin@stjohns.edu.ph or send us a direct message on Facebook or Instagram. We can't wait to read your stories!



Artwork by Ian Catastray

EXPLORE MORE

Published Articles, 25th Word Cup Philippines Ninth Masterclass

<https://www.facebook.com/share/p/16hTy8sMN1/>

MANILA BULLETIN | 10:24 PM | October 16, 2023

MANILA BULLETIN

Philippines World Business Opinion Lifestyle Entertainment Sports

Lifestyle | Youth

Campus journalist weighs in on AI's double-edged role in truth and deception

AI, or a lie?

By MB Lifestyle

Published on 10/16/2023 10:24 PM



Text by JESSTONY B. ANGEL

Cartoon by ALNICO FERNANDEZ JR.

With the rapid rise of artificial intelligence (AI), now capable of generating realistic videos, we must ask ourselves: are we embracing a revolutionary breakthrough, or have we just unlocked a powerful new channel for the spread of fake news?

AI is no longer a futuristic concept—it's here, woven into our daily routines. From drafting essays to generating images and automating paperwork, AI has become a convenient tool for many Filipinos. It's undeniable: AI makes life easier. But as with any powerful tool, there are downsides, especially when it's used to mislead, manipulate, or misinform.

Take, for instance, the AI-generated video involving the impeachment of the Vice President. In the video, "AI students" were shown responding to the issue. But if the goal was to gather genuine youth opinion, why rely on computer-generated personas? Why not amplify real voices?

The truth is, every AI-generated output is based on prompts and commands from a human operator. It reflects the intent, bias, and perspective of its creator. And when such content is framed as public opinion, it risks becoming a sophisticated form of disinformation.

Latest Stories

Takik ngayon lang!
 Duterte raises eyebrow on DOH's inspection of health...



Castro: VP Sara's accusations baseless, ICI members are 'experts with...



PAGASA: 'Ramon' moves over Manila Bay



4 South Koreans arrested, 3 of them 'fugitives' -- BI



Legal advocate Isabella Grace shines at the 48th Mrs. Universe pageant in...



Editors' Picks

Takik ngayon lang!
 Duterte raises eyebrow on DOH's inspection of health...



Castro: VP Sara's accusations baseless, ICI members are 'experts with...



PAGASA: 'Ramon' moves over Manila Bay



4 South Koreans arrested, 3 of them 'fugitives' -- BI



Legal advocate Isabella Grace shines at the 48th Mrs. Universe pageant in...



Recommended For You

Takik ngayon lang!
 Duterte raises eyebrow on...



Published Articles on the 25th Word Cup Philippines

<https://mb.com.ph/2025/07/16/truth-and-trend>

Truth and trend

The digital war for the youth's opinion

By MICHAEL ZAY DENINGAY
Illustrations by LEONAR D. FANA

Digital footprints are now louder than street protests. Social media has become the battleground of thoughts, opinions, and ideologies, especially among the youth. Platforms like Facebook, TikTok, X, and Instagram have grown into spaces where conversations unfold, sometimes even faster than traditional news can catch up. But with this access comes a challenge: How do we ensure that what shapes our youth is rooted in truth—and not just in trends?

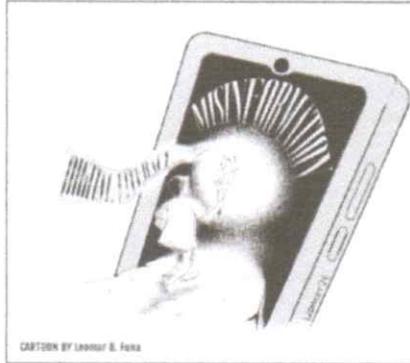
Social media has empowered the voice of the youth like never before. It has enabled them to engage in social issues, speak out against injustice, and influence conversations that once seemed beyond their reach. With just one click, they can create movements, organize protests, or advocate for change. This digital empowerment is vital, but so is the need to complement it with accountability and awareness.

In this digital age, however, the spread of misinformation, disinformation, and fake news remains a

growing and glaring threat. Opinions are often formed not solely through facts, but also through edited content, misleading headlines, and viral posts designed to provoke emotion rather than encourage understanding. It becomes increasingly difficult to distinguish verified knowledge from manipulated narratives.

In this digital age, campus journalists are among the most affected. Many still struggle to distinguish truthful information from falsehoods. They trust the sources they see until they realize they have unknowingly become messengers of misinformation. While these campus journalists are expected to be the watchdogs in their respective schools, they are bombarded with so much unfiltered content that separating fake from real information becomes a challenge.

Therefore, campus journalists must be equipped with the tools to verify sources, fact-check claims, and report issues that matter. But they cannot do this alone. For example, school paper advisers (SPAs) are not only mentors as they are also the frontline defenders of truth, tasked with guiding the youth to become vanguards



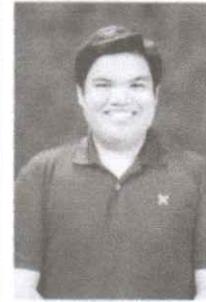
CARTOON BY LEONAR D. FANA

of ethical journalism and responsible digital citizenship. The SPAs are responsible for nurturing a generation that can resist misinformation and rise above digital manipulation.

When opinions are weaponized and misinformation is left unchecked, critical thinking becomes more crucial than ever. Algorithms—systems that rank user-provided signals to determine what type of content to display—often trap users within echo chambers,

exposing them only to opinions that reinforce what they already believe. This narrow perspective threatens healthy discourse.

To maximize social media's potential, the government, schools, and communities must work hand-in-hand to promote digital literacy and access to truthful information. Although social media shapes opinions, it must not be left unchecked. In the hands of informed and conscientious



THE AUTHOR, Michael Zay Deningay

youth, it becomes not just a platform, but a powerful instrument for change. As critical thinkers, now is the time for us to advocate for truth in the name of transparency and good governance through access to accurate and verified information. For in this ongoing digital war, social media is shaping opinions and, ultimately, the direction of our nation.

The author is the school paper adviser of *The Hillside Echo*, the official student publication of Filamer Christian University in Roxas City, Capiz.

6 Abante TONITE EDITORIAL Panagutin nagpapakalat ng kasinungalingan



“The lowest form of popular culture: lack of education, misinformation, disinformation and a disregard for the truth or the reality of your people’s lives. An extreme real position.”
— Carl Bernstein

Isa halaga ng mabuting pagpapalagan ay pagpapalagan ng katotohanan, pagpapalagan ng katotohanan ng mga tao. Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan.

Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan. Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan.

Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan. Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan.

TONITE
MARKIN SA BALITA
PRIME MANAGEMENT CORPORATION
Quezon City Office
No. 25 Kalayaan St. First 2, Quezon City
Tel. No. (02) 8656-4011
No. 40 P. Luzon Blvd.
Brgy. Karolmeo, Quezon City
Tel. No. (02) 7081-4709

ADVERTISING: Tel. No. (02) 8558-5599
Mobile: 09157044788
Email: info@tonite.com.ph

CIRCULATION: No. 1 Magallanes Drive
Brgy. 6th, Zone 18, District 5, Marikina, Marikina
Ang amnang pagpapalagan ay isa halaga ng mabuting pagpapalagan.



YARI KA

Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan. Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan.

Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan. Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan.

Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan. Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan.



ANG SA AKIN LANG

Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan. Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan.



Agam-agam ng mga taga-Bora

Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan. Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan.

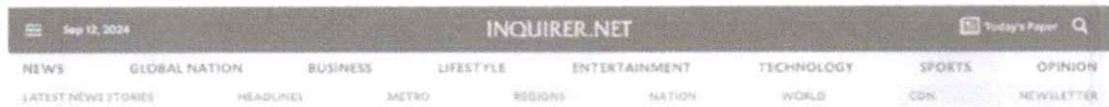


DWSO nagloan ng holes P5.1B para sa feeding program ngayong Hunyo

Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan. Ang pagpapalagan ng katotohanan ay isa halaga ng mabuting pagpapalagan.

Published Articles on the 21st Word Cup Philippines

Inquirer: Uptrend in science museums investment to benefit DepEd learners
bit.ly/InquirerOn21stWordCup



REGIONS

Uptrend in science museums investment to benefit DepEd learners

INQUIRER.net / 02:27 PM May 10, 2024



Dr. Eugene Sunny O. Calson, executive director of Word Cup Associated Editors'Co., welcomes some 250 campus journalists to the 21st Word Cup National Journalism Conference and Contests at Angeli Hill, Tagaytay.

MANILA, Philippines—A young campus journalist struggled to free a rope trapped inside a one-meter tall, square-shaped metal device. A puzzle master quickly intervened, demonstrating how to navigate the tubular labyrinth.

This "rope puzzle" was among the many interactive exhibits that captivated the 250 campus journalists and school publication advisers attending the 21st Word Cup National Journalism Conference and Contests held in Tagaytay City on May 4-5.

May Pagsinohin, executive director of the Philippine Science and Technology Foundation (PSTF), explained that science museums like these are designed to pique children's curiosity and interest in science.

While the PSTF-operated Science Centrum in Marikina remains closed to the public despite the lifting of health restrictions, Pagsinohin acknowledges that investment in science museums in the Philippines falls short compared to ASEAN neighbors.

EDITOR'S PICK MOST READ



GLOBALIZATION
 Trump falsely accuses Ohio immigrants of abducting, eating pets



GLOBALIZATION
 Wildfires around Los Angeles blanket city in smoke



GLOBALIZATION
 Key takeaways from Kamala Harris-Donald Trump debate



LIFESTYLE
 Fernando Amorsolo: A refresher on the first-ever Filipino National Artist



BUSINESS
 Meralco hikes power rates by 15¢/kWh this September



ENTERTAINMENT
 Manny Pacquiao among nominees for People magazine's Sexiest Man Alive

TAGS: Journalism

Subscribe to our newsletter!

By providing an email address, I agree to the Terms of Use and acknowledge that I have read the Privacy Policy.

Sample Workshop Output of Previous Word Cup Masterclass

Environment News
Thursday, May 30, 2019 8:29

Go Green, and so on again.
 Endorsement of a green road

Boracay

RENAISSANCE

A year after its closure, what now?

Text by JOHANNES L. CRUZ

Their simple message has become a rallying cry for Boracay. No doubt, it is the country's most famous island. Consistently ranking as one of the world's most desirable and vacation spots, Boracay is a place that has the ability to draw the best of the world's tourists. The island's closure and rehabilitation was implemented several years ago.

But, Boracay is not the same again after a year of its

April 26, 2018 closure, and the island is now a different place. The island's reputation as a vacation spot is still intact. There is a sense of optimism that there are still the Boracay visitors.

During the 14th Word Cup held in Boracay, we visited other companies, schools and organizations to see how they are doing in Boracay. They are happy to see the island's rehabilitation and to see how Boracay is not the same.

(PHOTO: BORACAY - Boracay representatives from various island resorts and the White Beach which has expanded from up to 25 meters from the shoreline. The photo also taken by the Word Cup Philippines Facebook participants, mostly school-age visitors, and accompanied them around the country under the theme: Prospects of a Sustainable Ecology and Tourism, Development, Opportunities and Challenges in Boracay and Beyond. Photo by: Carlos Sandoz T. Rodriguez, Carpenter III Elementary School)

BE HUMANS, NOT PLASTIC

Text by MARK ABLES G. FUENTES

Malaya's Municipal Ordinance No. 186 prohibiting the use of disposable plastic items among hotels, resorts, restaurants and business establishments is praiseworthy. Nevertheless, despite the six-month long nightmare of businesses during the island's rehabilitation, plastics are still freely available in some tourist areas, restaurants, shops and food stalls.

Waste bins when single-use plastic bags become so pervasive and prevalent. They are available everywhere because they are cheap, light and convenient. We find them – not just in Boracay – but in various places where people purchase goods especially in the markets because of convenience. But at what expense?

The campaign against the heavy plastic bags has come, including how it affects aquatic animals through ingestion and entanglement. Even when plastic products break down, they break down into smaller particles that get into the ecosystem with long-term negative effects.

According to the Department of Environment and Natural Resources (DENR), the plastic ban implemented by Malaya is correct but tourism plastics are still viable.

Tourists or not, we have to understand that order to help Boracay fully heal, we must be disciplined. If the government has prohibited smoking, drink

CHALLENGING ENHANCEMENT

Text by ANNA MARIE S. PROENZA

After six months of being placed under rehabilitation, Boracay opened its doors in October of 2018.

This October was indeed historic and momentous for the island as it was considered as the rebirth of a better Boracay. The return of the tourism industry and the road to recovery with the rehabilitation of the island and resorts should manage their own part of the change that the government has been that has temporarily disrupted the business in the area.

After the six-month rehabilitation, there is a general feeling that it is just the start. The people need to ensure the sustainability of environmental effects to prevent recurrence of what caused the closure of the island.

Dr. Al Ornela, the Deputy General Commissioner of the DENR National Task Force Boracay said that the sustainability of the rehabilitation should not end with the closure of the government.

Sustaining the positive effects of the cleanup of Boracay

(PHOTO: BORACAY - Local residents, they do their daily routine of picking up trash for recycling along Boracay's White Beach. To them, this is their way of showing their love for their island. For them, it is looking into the experience of sustainable tourism. Photo by: Steve B. Lopez, Division of Boracay)

DESERVING BORACAY

Text by JOHANNES L. CRUZ

Let us all become tourist police. Let us become reformation officers.

These were the words of Dr. Al Ornela, the Deputy General Commissioner of the DENR National Task Force Boracay as he urged responsible tourists to show their respect about the rehabilitation of the island.

A reliable survey reported that 30 percent of adult population in Boracay has used technology and social media to communicate and spread information about updates and progress about the island.

The government also did its part. It reinforced the rehabilitation of Boracay and imposed higher penalties to those who will be caught violating environmental laws.

Because these efforts seem to have been taken for granted by some businesses, a few weeks ago the local government

SUSTAINING PARADISE

Text by ANNA JOSEPHINE A. PILLANO

After Boracay's sustainable tourism was a long labor. But it was worth trying and perhaps worth duplicating.

It has been months now since the reopening of Boracay after its six-month rehabilitation. Changes are evident: wider beachfront, quieter atmosphere, better road system and closure of several establishments. However, there is a downside, too. According to Deputy General Commissioner of Task Force Boracay Dr. Al Ornela, when asked about the state of discipline among tourists and tourists, he said that it is a "real and honest entry."

The Task Force Boracay has been very firm in implementing its rules to ensure sustainable tourism benefits in the island. It may be able to do so until April 2020 when the re-opening of the program will conclude. But even if it is open, we will have a clear direction on what sustainable tourism is all about, could the ordinary Juan de la Cruz follow the rules even when no one is watching?

While rehabilitation Boracay is considered as the DENR's biggest accomplishment in 2018, ensuring its sustainability the program should be put in place.

Dr. Ornela believes that a strong and consistent law w-

(PHOTO: BORACAY - Residents line up to segregate trash in colored bins placed in one of Boracay's popular beachfronts in Malaya. A local campaign for solid waste management seems to have caught on since government advised businesses to segregate in the island. Photo by: Eugene Loney D. Cudip)

(PHOTO: BORACAY - Carabao collectors load segregated trash on a separate truck which they use to take collection starting from 7 a.m. up until they finish their task. The trash will be loaded to Malaya, for the island where there is a regulated dump site. Photo by: Ralph Anthony Gonzalez, Kagayunyan National High School, Surian, Zamboanga)

Climate action now

By ROBYN BERNAL JACOT

Worsening global temperatures, rising sea levels, melting ice sheets, blazing forest fires. The signs of an environmental crisis called climate change are around us and its effects create a colossal impact that resonates to each ecological sphere and disrupt the dynamics of ecosystems.

Urban and industrial infrastructures assert that climate change action is a mere obstacle to the advancement of urban life that would improve the quality of life, raise income levels, and develop business activities.

However, despite the fruits of industrial development, ecological sustainability continues to be compromised which further worsens the damage caused by climate change.

For instance, a 2019 United Nations report concluded that the world's oceans and ice sheets are under threat with fish population already declining in many regions. Its failure would be difficult to contain without irreversible and sustained ecological action.

In addition, a 2018 report from PAGASA revealed that there will be an increase in annual mean temperature which shows a large amount of warming year per year. This change is being driven by increased carbon dioxide and other human-made emissions.

The global effects of climate change can be seen in the increase of sea levels where 25 cities are found to be highly vulnerable to a one-meter sea level rise. According to a 2017 study by the Asian Development Bank (ADB), the sea

'Come together because your future is at risk. If we take action now, we can work together toward ensuring that our future and the future of the next generation will be safe.'

'Effectively feed cities around the world'
 The actions made against climate change are better claims that enable communication to the world about the ecological sustainability.

Stakeholders of the environment – civic groups, the government, and all of us – should pool resources toward providing simple yet dynamic ways to address climate change as outlined in the National Framework Strategy on Climate Change.

It is best for everyone to answer the call of environmental action now, not later. Let us take it from the words of Senator Pardo from the Climate Change Commission, who said "Come together because your future is at risk. If we take action now, we can work together toward ensuring that our future and the future of the next generation will be safe."

Are you ready to take action now?

Jacot, 26, is a ZENITH student at the College of La Inmaculada Concepcion in Marikina, Lobo

EDITOR'S NOTE

During the 10th Word Cup held in Subic, campus journalists and school paper advisers all over the country converged to learn about journalism and environmentalism, and to learn to work on various topics such as mental health, and climate change. After the talk, participants were assigned to submit an article for their section on climate change. Here are four of the local ones. — Johannes L. Chua

No one is spared

By JOHNSTAN B. ENRIQUETA

Climate change is inevitable to ignore. It is no longer an abstract scenario of the future. We live it now. We see it now. With urgency, we are needing tangible actions to act now, with effects on curbing climate change in a global scale.

A lot of people say they are aware about climate change, but actually most of all actually only know little about it.

With overwhelming scientific evidence, requests, and data revealing extreme weather, record-breaking temperatures, melting glaciers, we tend to just submit ourselves to the mercy of nature. That, perhaps not everyone especially in the case of the Philippines.

According to United Nations from the Climate Change Commission under the Paris Agreement

the Philippines has committed to cut greenhouse gas emissions by 70 percent by 2050.

"The commitment is doing extensive information campaigns using all media platforms, speeches, and taking steps on the effects of climate change, and to do anything things which can be done to deal with the issue," he said.

Scientists also suggest with warning that the issue must be addressed in a perspective to gain global attention. Climate change must be given optimum attention, more than anything else.

Without doubt, the issue now is beyond the use of fossil fuel, industrial revolution, levels of carbon dioxide not being trapping, gases and global temperatures. The agreement now results beyond the period of forest burning, coral reefs dying, and water supplies shrinking.

It is about finding tangible and sustainable mechanisms to stop the damage. We need to act together as one. We need to do it now – faster and better – because no one is spared. Furthermore, we can fight climate change. We are the world's greatest resource.

Enriqueta has 10 years of experience in writing about papers. He is currently teaching at Kinrossville National Comprehensive High School.

'Climate change is inevitable to ignore. It is no longer an abstract scenario of the future. We live it now. We see it now.'



Write about climate change

Dr. Charles C. Moring, author and Undersecretary for Science, Technology, and Innovation, Department of Science and Technology, speaks to participants, composed of campus journalists and school paper advisers, how to report on climate change in the talk "Engaging Various Stakeholders in the Climate Change" held during the 10th Word Cup in Subic. (Photo by John A. Dominguez)

Take the first step

By RILANSANG

Numerous national and international initiatives have been proven to be inadequate in curbing the devastating effects of climate change.

Climate change has been a revolutionary topic that has already become a staple on newspapers and campus publications. And most of these articles focus on one topic – the future plans.

However, we are not off the hook when it comes to climate change. It's an inherent fact that we see at our lives.

This is not a matter of judging who is to blame.

It's a matter of do, don't, or die.

In his talk, climate change resource speaker and author of *26 Weeks, 26 Climate Solutions*, shared his insights and expertise on climate change.

Moring encouraged the young journalists to use the "power of the pen" in reducing climate change.

"An involved, talk is an issue, and write in publications," Moring said.

Actions speak louder than words. It is an adage that has continued to prove that it is never early enough.

Everybody should take part in eliminating and curbing the devastating effects of climate change. It is never enough to pinpoint the root cause of all of these.

Words are empty if not coupled with the right actions.

As Dr. Martin Luther King, Jr. once said, "Take the first step in faith. You don't have to see the whole staircase, just take the first step."

We already know what needs to be done. We have to act now and save the planet. Take the first step.

Lansang is a school paper adviser of Columbian College (Barangay campus) in Zamboanga.

No classes, yehey?

By RIVELLE H. VILLALBA

It has been two months into the academic year yet students have already missed a lot of classes due to frequent class suspensions. On the third week of September alone, out of the five school days, students in Caraga Jans only attended their classes once since their Monday, Tuesday, Thursday and Friday classes have been suspended due to inclement weather brought about by Typhoon Nida.

Meanwhile, posts on social media seem to show how most students are in favor of these suspensions. A little over and they would be putting their hopes up to hear a word from their governor or mayor.

However, that frequent rainfall seems to be just a glimpse of a bigger picture. Dr. Chiripin Moring, a science journalist who published books on climate change, talked about how rainfall patterns have changed and how "winds and rains have become more severe."

This was supported by Senator Pardo from the Climate Change Commission who underscored Moring's point. Typically, the Philippines encounters about 20 typhoons a year. Though the typhoons bring the advantage, here lessened in

number, they become stronger in intensity.

"Disturbance are strengthened and there are new situations we have never experienced before," said Pardo.

Pardo lamented that local government officials are sometimes in a tight spot by these changes but that has improved through time, especially now that they are more active in making decisions such as class suspensions.

These changes are no doubt effects of climate change. However, students are not the only ones affected.

"Farmers don't know when to plant anymore," said Moring. "The three changes" the term climate change to make it not only as "climate crisis" but more as a "climate catastrophe."

"It (climate change) has become a threat to the survival of us," warned Moring.

The real time students hope for class suspension, may they be convinced of the bigger battle that all of us are facing. There is more to it than just taking a day off from class.

Villalba, 26, is a communication arts student from Legazpi of the Philippines-Corona



Learn what PH is doing vs. climate change

Participants of the 10th Word Cup interview Senator Sealito Pardo (second of the Climate Change Commission) to clarify how the Philippines which contributes a meager 0.12 percent (compared to China's 23 percent and the US's 16 percent) of greenhouse gas emissions can reduce it further by more than half without sacrificing industrial growth. Countries are being urged to limit global temperatures due to the greenhouse effect. Reducing the additional temperature increase can lead to irreversible damage in sea level rise of about 0.5 meters due to the unrelenting melting of polar ice. (Photo by Eugene Aranda from C. Copyright © of World Science High School)

Invitation to Support Schools' Participation: 28th Word Cup Philippines (DepEd Advisory Issued)

From Wordcup Mentor <wordcupmentor@gmail.com>

Date Tue 1/20/2026 2:18 PM

To Wordcup Mentor <wordcupmentor@gmail.com>

 2 attachments (2 MB)

DepED CO Advisory No. 010, s. 2026 28WordCup.pdf; 28th Word Cup Invitation - SDS.pdf;

You don't often get email from wordcupmentor@gmail.com. [Learn why this is important](#)

Dear Schools Division Superintendent,

Warm greetings.

We respectfully inform your good office that the **Department of Education – Central Office has issued an advisory** in support of the **28th Word Cup Philippines – National Journalism Conference and Contest**, to be held on **March 6–8, 2026 in Baguio City**.

In this regard, we respectfully invite the Schools Division Office to **encourage interested schools and campus journalism advocates** to participate in this national learning activity, which provides practitioner-led training, newsroom simulations, and values-driven journalism development for students and school paper advisers.

We respectfully seek your consideration to **allow participating schools, at their discretion, to charge legitimate participation-related expenses to their respective MOOE**, subject to existing accounting, auditing, and local approval rules. This will help ensure equitable access for deserving student journalists and advisers.

We would be grateful for your support in endorsing this activity through your **journalism supervisors and school heads**, should you find it aligned with your division's learning and literacy priorities.

Further details, including the DepEd advisory, program, and guidelines, are attached.

Registration link: bit.ly/28thWordCupPH

Thank you very much for your continued leadership in supporting campus journalism and learner development.

Respectfully yours,

EUGENIO SONNY O. CALAPIT, Ed.D., EnP

Executive Director

Word Cup Philippines

 wordcup.philippines@gmail.com |  0954 190 2247