

# **Pandemic Narratives: Foucauldian Discourse Analysis of Messages Communicating the Non-Pharmaceutical Interventions as Covid-19 Mitigation Strategies**

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Built on the Foucauldian Discourse Analysis' (FDA) theoretical-methodological assumptions, and Jager & Maier's methodological toolbox on discourse, the study systematically illustrates and accounts the discursive formations, socio-historical events and socio-cultural practices that constitutes Non-pharmaceutical Interventions (NPIs) communicated on social media from March 25, 2020 to June 25, 2020 which covers the implementation of Republic Act No. 11469 also known as "Bayanihan to Heal as One Act" [Bayanihan refers to a spirit of civic unity and cooperation among Filipinos] in the country. The collective and individual narratives on Non-pharmaceutical interventions [NPIs] (Stay-a-home, handwashing, social distancing and wearing of masks) found in the Department of Health Facebook page on social media to mitigate the risks of infection and transmission of COVID-19 raise the prevailing discourse and assertions that non-pharmaceutical interventions are sets of health protective behaviors and public health standards for prevention, detection, and treatment of COVID-19. Individual willingness to comply, support and cooperate largely driven by concern, empathy, frustration, worries, hopelessness, disappointment, and anger are constructed which are provoked by uncertainties, ongoing social, political, historical, and cultural realities and social conditions caused by the COVID-19 pandemic health crisis.

**Keywords:** *Face Masks, Foucauldian Discourse Analysis, Hand Hygiene, Non-Pharmaceutical Interventions, Social Distancing, Stay-At-Home*