

Winning Words: A Qualitative Analysis of Persuasive and Linguistic Rhetorical Strategies in Political Discourse during Election Campaign Period

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ABSTRACT

This study aimed to identify and analyze the linguistic techniques present in campaign speech videos from the 2022 election campaign period. It specifically examined the types of persuasive and linguistic rhetorical techniques used, their functions, and their pragmatic implicatures. A qualitative research design was employed, utilizing discourse analysis as an inquiry approach. Through purposive sampling, selected campaign speech videos were analyzed as the study's corpus. The findings revealed the presence of various persuasive and rhetorical linguistic techniques, including pillars and appeals and figures of speech and speech acts, each serving distinct persuasive functions within the speeches. Notably, the pillars were ethos, pathos, and logos. They were frequently used to establish credibility, evoke emotions, present logical arguments, and make appeals to safety, social, and self-esteem needs. Additionally, the speeches demonstrated a strategic use of figurative language, such as metaphor, analogy, hyperbole, parallelism, and metonymy to enhance audience engagement and message retention. Moreover, speech acts such as assertive, directive, commissive, expressive, and declarative were found to be among the most effective ways of linguistic persuasion. The study further analyzed the pragmatic implicatures of these techniques to deepen understanding of how linguistic strategies shaped political discourse and influenced public perception. Lastly, future researchers were encouraged to explore varied political contexts, discourse types, and analytical approaches to deepen insights into rhetorical strategies and their impact on public communication.

Keywords: Humanities and Social Sciences, Linguistic Rhetorical Strategies, Political Discourse, Campaign Period, Philippines

INTRODUCTION

Campaign speeches serve as powerful instruments through which politicians persuade, inspire, and mobilize voters. Through strategic language and carefully constructed rhetorical techniques, candidates communicate their vision and cultivate public support (Paget et al., 2023). Understanding the complexity of such language requires an interdisciplinary approach that integrates political science and linguistics, particularly through discourse analysis and forensic linguistic perspectives (Bartley, 2020). Within political discourse, language functions as a strategic resource that shapes public perception, influences decision-making, and advances political agendas (Obenza et al., 2024). As Abdihamitovna (2024) explains, discourse analysis examines the structures and communicative strategies that contribute to the production and interpretation of political speech.

Despite growing scholarship on political rhetoric, there remains limited comprehensive understanding of how local-language strategies in Philippine political communication shape voter perceptions across diverse demographic groups. This concern is particularly significant in a multilingual society, where misinterpretation or strategic language use may alienate certain sectors or reinforce manipulative campaign practices (Mendoza et al., 2024). Political leaders frequently employ speeches and public declarations to strengthen public trust and

promote advocacy (Alodat et al., 2023). Moreover, studies indicate that a substantial proportion of internet users perceive social media as influential in shaping their political beliefs, highlighting the expanding role of mediated discourse in elections.

Rhetorical strategies are widely recognized as central to persuasive communication. Politicians across contexts utilize devices such as alliteration, rhyme, puns, and hyperbole to enhance memorability and emotional resonance (Mangad et al., 2024). Slogans such as “Make America Great Again” and “Yes We Can” demonstrate how rhythmic structure and repetition strengthen recall, while emotionally charged expressions like “Hope and Change” intensify motivational appeal. Beyond memorability, strategic language also constructs shared identity and collective alignment between candidates and their supporters (Munyangeyo, 2025).

Political discourse plays a fundamental role in democratic governance by shaping public opinion and influencing electoral outcomes (Auliya et al., 2025). In the Philippines, rhetorical engagement significantly affects political participation and voter decision-making (Borja et al., 2024). However, contemporary electoral dynamics may prioritize emotional appeal and personality-centered narratives over substantive policy discussions. As a result, political culture has increasingly emphasized popularity, personal affiliation, and spectacle rather than governance competence and programmatic platforms (Cadayday et al., 2024).

A distinctive feature of the Philippine political landscape is the reliance on emotionally grounded rhetoric, including appeals to *utang na loob* and personalistic framing (Harper, 2022). Such strategies often reinforce loyalty-based voting behavior rather than critical evaluation of leadership qualifications. Structural factors, including political dynasties, vote-buying, and economic inequality, further complicate this dynamic by enabling elites to consolidate influence through persuasive messaging rather than institutional accountability (Dholakia et al., 2025). Regions characterized by higher poverty rates and limited access to education are particularly vulnerable to such strategies.

Educational quality has been strongly associated with voter awareness and civic engagement (Kim, 2023). The term “*bobotante*,” frequently used in public discourse, reflects frustration toward voters perceived as uninformed or economically marginalized (Alfred & Barte, 2023). However, the underlying issue extends beyond individual behavior to systemic gaps in institutionalized voter education and the proliferation of misleading political narratives (Tigno, 2023). These conditions increase susceptibility to performative campaign gestures and strategically crafted rhetoric (Paoli, 2024). With the rapid expansion of social media, discourse strategies now exert even greater influence on electoral processes (Olaniran & Williams, 2020).

Local political campaigns further illustrate how persuasive spectacle often accompanies electoral messaging. In cities such as Davao, campaign events frequently present compelling visions of development and progress (Sturt, 2024). Yet beneath polished rhetoric, concerns regarding corruption, resource misallocation, and power consolidation persist (Montalvan, 2025). This contrast between public messaging and institutional realities underscores the importance of critically examining campaign discourse.

Recent research confirms that local languages play a vital role in fostering emotional connection and relatability in Philippine political communication (Mendoza et al., 2024). However, a clear research gap remains regarding how rhetorical and linguistic strategies operate across different demographic groups, including Generation Z, middle-aged voters, senior citizens, and individuals from varying socioeconomic backgrounds, whose political behaviors and communicative preferences differ significantly (Garimella et al., 2023). Addressing this gap is essential in a political environment increasingly shaped by emotional appeals and populist rhetoric. Misunderstanding the strategic function of language may contribute to weakened public trust and democratic instability.

This study responds to these concerns by examining the persuasive and linguistic rhetorical strategies employed in Philippine election campaign speeches. Its contributions extend socially, by promoting informed and inclusive political participation; environmentally, by highlighting how localized language may frame region-specific concerns; and economically, by encouraging critical voter engagement that can influence policy development, equitable resource distribution, and long-term national stability.

Research Objectives

These queries were thoroughly addressed in this study:

1. What persuasive and linguistic rhetorical techniques are commonly employed by politicians in framing election campaign discourse?
2. How do these persuasive and linguistic rhetorical techniques contribute to the persuasive power of political discourse?
3. What are the pragmatic implicatures of politicians' persuasive strategies on People's Initiative discourse?

METHODOLOGY

This study employed a qualitative research design grounded in Discourse Analysis (DA) to examine persuasive strategies and rhetorical techniques in political campaign speeches. Discourse Analysis was chosen because it enables a close and critical examination of how language constructs meaning, performs social actions, and shapes audience perception within political contexts (McLeod, 2024). To strengthen the analytical depth of the study, qualitative content analysis and thematic analysis were also integrated to systematically identify recurring patterns, rhetorical structures, and persuasive mechanisms present in the speeches (Morse, 2020; Averill, 2023).

The coding and analytical procedures of this study were carried out systematically to ensure rigor, transparency, and replicability (Bhandari, 2023). Prior to data collection, formal permission was secured from the Office of the School Principal, duly noted and signed by the OIC-School Principal and the research adviser. An endorsement letter was subsequently issued by the OIC-School Principal of Lorenzo S. Sarmiento Sr. National High School, authorizing the conduct of the study. As the research relied exclusively on publicly accessible campaign materials, no IATF protocols were required.

The corpus consisted of thirty (30) campaign speeches delivered by winning candidates in the 2022 elections in the Davao Region. The speeches were sourced from publicly available Facebook and YouTube links, downloaded, and processed by extracting audio files prior to verbatim transcription. The sample size follows Bekele's (2022) recommended range of ten to fifty texts for reliable discourse analysis.

Each speech was systematically labeled using a structured coding scheme that incorporated the speaker's position, initials, the identified persuasive or rhetorical strategy, and the last two digits of the year. For example, "JCAPA_22" denotes Vice Mayor Johari Compania Abu, Parallelism, and the year 2022. Within each speech, individual persuasive segments were further coded sequentially (CS1–CS30) to maintain internal organization and traceability.

Data analysis followed qualitative content analysis frameworks (Morse, 2020; Averill, 2023). All thirty speeches were printed and formatted with wide margins to allow detailed annotation and memo writing. The coding framework was primarily deductive, grounded in established theoretical foundations. Aristotle's rhetorical pillars—ethos, pathos, and logos—guided the classification of persuasive strategies. Maslow's Hierarchy of Needs informed the identification of appeals to safety, belongingness, and esteem. Speech Act Theory was applied to categorize assertive, expressive, commissive, directive, and declarative acts. While the coding process was theory-driven, minor inductive refinements were introduced when recurring patterns required clearer operational definitions; however, no new major categories were created to preserve conceptual alignment.

Figures of speech, including metaphor, analogy, hyperbole, parallelism, and metonymy, were identified alongside speech act subtypes to examine how linguistic forms functioned in constructing persuasive messages. After initial coding, patterns were grouped through thematic analysis to determine recurring strategies across speeches. Data were displayed using structured tables and analytic narratives following Cloutier and Ravasi (2021), enabling a clear presentation of the distribution and frequency of rhetorical techniques across the corpus. A summary table was prepared to show how persuasive pillars, rhetorical

devices, and speech act categories were distributed among the thirty speeches, allowing cross-speech comparison and pattern recognition.

Although the primary coding was conducted by the lead researcher, analytical reliability was strengthened through peer consultation and regular discussions with the research adviser and language specialists. In cases of ambiguous classifications, segments were re-examined and discussed until consensus was reached. Portions of the data were re-coded after time intervals to check for internal consistency. Coding decisions, refinements, and analytic reflections were documented in an audit trail to ensure procedural transparency.

Trustworthiness was established using the framework of Riazi et al. (2023), emphasizing credibility, dependability, confirmability, and transferability. Credibility was supported through adherence to established discourse analysis procedures and adviser validation. Reflexivity was practiced throughout the process to minimize personal bias, ensuring that interpretations remained grounded in textual evidence rather than researcher assumptions (O'Connor & Joffe, 2020). Dependability was ensured through systematic documentation and re-coding checks, while confirmability was reinforced through peer debriefing and consensus discussions. Transferability was addressed by providing detailed descriptions of the corpus, coding framework, and analytical procedures so that future researchers may replicate or adapt the methodology in similar political contexts.

Through theory-based coding, structured data management, peer validation, reflexive practice, and transparent documentation, the study ensured that the analytical process remained credible, consistent, and aligned with qualitative standards of trustworthiness.

RESULTS AND DISCUSSION

Linguistic Techniques Used in the 2022 Election Campaign Speech Videos

Table 1. Linguistic Techniques Used in the 2022 Election Campaign Speech Videos

Campaign Speech Techniques	Specific Type of Speech Techniques	Sample Campaign Speech Statement & Source
	Pillar	<ul style="list-style-type: none"> Ethos - The principles of justice, accountability, and transparency that I upheld in the judiciary are the same values I bring now as governor... (DMGET_22) Throughout my entire life, my goal has been genuine service to people. Even in the simplest ways, I want to be an instrument of change. That is why, through our projects and programs, we will continue to provide true assistance to our people, especially the youth and the poor... (JCAET_22) Pathos - Last election, we also saw acts of political terrorism, something never experienced in Davao del Sur. Yet, the message of faith, hope, and love for our province's legacy... (YRCPA_22) We, as your elected officials, will strive to fulfill our promises. What we have committed to is not easy, and there is much we must sacrifice, but with your support and prayers, we will continue our mission... (DMGPA_22) Logos - Over 20,000 patients benefited from our Zero-Billing Program... (EIJLO_22) The ceremony is an act required by the Department of Interior and Local Government (DILG) as a manifestation of showing transparency, accountability, and good faith... (DMGLO_22)

<p>Persuasive Techniques</p>	<p>Appeals</p>	<ul style="list-style-type: none"> • Safety needs - Let us give greater attention to the peace and order of our province so that the people can live peacefully and happily. We will also create a law to institutionalize the school-based Moral Recovery Program to prevent teenage pregnancy, drug addiction, and other crimes. This program will provide a strong foundation for our youth... (CCSF_22) <p>One of the programs I strongly advocate for is the Aplan Development Program, to protect the environment and prevent landslides... (MTHSF_22)</p> <ul style="list-style-type: none"> • Social Needs - All of this became possible through the collective effort of our leaders...the cooperation of the private sector, and the strong support and trust of the people... (JTLUSN_22) <p>Success lies in your decisions and in the hands of the people of Davao del Sur. This has been entrusted to you by God! Let's strive to continue leading Davao del Sur! Let us unite for a clean and fair election! The point is, we must continue campaigning... (RCFSN_22)</p> <ul style="list-style-type: none"> • Self-esteem needs - As public servants, and if we truly want to serve, for me, it doesn't matter what position we hold. What matters is the heart, passion, and willingness to serve the people... (DCLUSE_22) <p>The advocacy of our mayor for women and healthcare programs—you have heard it today. We have free check-ups, medicines, X-rays, ultrasounds, a dialysis center, and many other programs that benefit the people... (SSASE_22)</p>
<p>Linguistic Rhetorical Techniques</p>	<p>Figures of Speech</p>	<ul style="list-style-type: none"> • Metaphor - You are truly the living forces, the soldiers of Cagas. You are the soldiers of Matalaw... (RCFME_22) <p>The delicious porridge that we have continued until now has been tasted and enjoyed by the people... JCDME_22)</p> <ul style="list-style-type: none"> • Analogy - The problem is, BBM is not the kind of president who will deal with current issues. He just chooses which problem he will answer... (SZDAN_22) <p>All of you, be organized and enter the unity, because in 2022 we have proven that we can create peace and change... (RPGAN_22)</p> <ul style="list-style-type: none"> • Hyperbole - So, my heart is very big, full of gratitude right now for your presence, for you having taken the time and hours to come here, to join us.... it seems, the entire province of Davao Oriental is gathered here today, with representation... (GMRGHY_22) <p>When your heart is full, you can hardly express yourself... (GMRGHY_22)</p> <ul style="list-style-type: none"> • Parallelism - Finally, friends, our transformation will continue! Our progress will continue! The Legacy of Dudu Cagas will continue, through Yvonne Cagas! Thank you very much!... (JCAPL_22) <p>Let's do our best to provide your needs, project, or dream for monkayo. Because your dream is my dream. Hep hep, Wai Kurat!... (MEZPL_22)</p>

		<ul style="list-style-type: none"> • Metonymy - Our victory is in your hands... (RCFMT_22) <p>It's important for you guys to have faith, believe that we can raise our country. Cause if not, we won't be where we are now... (SZDMT_22)</p>
	<p>Speech Acts</p>	<ul style="list-style-type: none"> • Assertive - Let us give new hope to the province—a new hope where each of us has a role in building our province... (RCFAS_22) <p>You are the rulers of our society. You have the power to choose who will lead you... (RSDAS_22)</p> <ul style="list-style-type: none"> • Directives - I have accepted your challenge to be part of the change in Monkayo... (MEZDI_22) <p>I will bring the Wellness Program, where we will strengthen everyone's health through Zumba and other health and fitness initiatives... (SSMDI_22)</p> <ul style="list-style-type: none"> • Commissive - Therefore, through our projects and programs, we will continue to provide genuine assistance to our people, especially to the youth and the less fortunate... (JCACO_22) <p>Our government is your government... (RPGCO_22)</p> <ul style="list-style-type: none"> • Expressive - I am a child of Davao del Sur— this is where I was born, where I grew up, where I built my dreams and my life... (RCFEX_22) <p>The last time I was in public office was 9 years ago. But even when I wasn't in office, my family and I continued helping people in our own little ways... (DCLUEX_22)</p> <ul style="list-style-type: none"> • Declaratives - We are considered the trailblazer on many things... (JTLUDE_22) <p>This is Glenda Rabat-Gayta, in genuine service, I am your supporting ally... (GRGDE_22)</p>

The results in Table 1 revealed that politicians employ a wide range of persuasive and linguistic rhetorical techniques to strategically frame campaign discourse and influence voter attitudes. The persuasive pillars establish authority by bridging past records with future potential. Ethos in DMGET_22 represents credibility by transferring the institutional trust of the court to their political persona, while Pathos in YRCPA_22 applies emotional appeal by creating a "bond of struggle" between the speaker and the voters. Logos, seen in EIJLO_22, proven to utilize logic through data like "20,000 patients" that provide evidence that the speaker's policies work. Together, these elements move political communication from abstract promises to credible, emotionally resonant claims. Appeals to human needs likewise intensify persuasion by grounding political messages in personal motivation. In CCAT_22, the emphasis on strengthening peace and order appeals to safety needs by assuring protection and stability for the community. In JTLUAT_22, recognition of collective effort appeals to social needs by reinforcing belongingness and shared identity. In DCLUAT_22, the focus on passion and genuine service over position appeals to self-esteem needs by affirming personal worth beyond status.

Figures of speech and speech acts further amplify this impact by framing political reality. Metaphors in RCFME_22 employ "soldiers" and "your hands" demands duty and gives the audience a sense of agency over the victory, while the analogy in SZDAN_22 makes a high-level administrative critique feel personal and easy to grasp. Hyperbole's exaggeration in MRGHY_22 and parallelism's repetition in VJCAPA_22 creates a sense of inevitable progress and legacy and amplify gratitude. These are reinforced by speech acts: assertives like RCFAS_22 define hope as a fact; directives MEZDI_22 and commissives JCACO_22 establish a social contract of action and mutual commitment. The expressives RCFEX_22 and declaratives JTLUDE_22 cement the speaker's identity and legitimacy.

Table 2. Uses of Linguistic Techniques in the Campaign Speech Videos

Campaign Speech Techniques	Uses of Campaign Speech Techniques	Sample Campaign Speech Video & Source
Pillar	Ethos	Even though we are in the judiciary, I believe that my orientation in judiciary is a great help. The principles of justice, accountability, and transparency that I upheld in the judiciary are the same values I bring now as governor... (DMGET_22)
	Pathos	Last election, we also saw acts: of political terrorism , something never before experienced in Davao del Sur. Yet, the message of faith, hope, and love for our province's legacy prevailed. That is why, today, you have elected your first lady governor. I do not take this responsibility lightly, which is why I am here to ask for your help and cooperation... (YRCPA_22)
	Logos	This year, we shall move forward in great strides to achieve our mission, vision, and goals. Over 20,000 patients benefited from our Zero-Billing Program . We were declared a malaria-free province and sustained Davao del Norte's insurgency-free status ... (EIJLO_22)
Appeals	Safety needs	Let us give greater attention to the peace and order of our province so that the people can live peacefully and happily. We will also create a law to institutionalize the school-based Moral Recovery Program to prevent teenage pregnancy, drug addiction, and other crimes . This program will provide a strong foundation for our youth... (CCSF_22)
	Social needs	Truly, we made change happen. All of this became possible through the collective effort of our leaders... the cooperation of the private sector, and the strong support and trust of the people. We want to continue good governance—the kind of governance that leaves no one behind... (JTLUSN_22)
	Self-esteem needs	For now, I will take it one step at a time, as I believe there is someone more capable than me for that position. As public servants, if we truly want to serve, the position we hold does not matter . What matters is our heart, passion, and willingness to serve the people... (DCLUSE_22)
	Metaphor	With your support, we can expand education, infrastructure, and economic growth for a better future because your dream is my dream ... (YCGSME_22)
	Analogy	The leaders, when the election comes, we share one conscience, everything goes through Ponyong Gabonada.... The future of St. Tomas depends on your decision—let us stand together and make our voices heard. With strong leadership and unity, we can bring progress, opportunity, and development to our community. Your vote matters, and together, we can secure a better future for everyone!... (PGAN_22)
	Hyperbole	I have served for 32 years , experiencing all the hardships and every single aspect of governance —I have been through it all.... Our victory is within reach because the people have the power to decide our future. With unity and trust, we can ensure progress and better opportunities for everyone, regardless of status. Let us stand together, work for change, and build a brighter future for Baganga!... (RVLHY_22)

Figures of Speech	Parallelism	Where will you get food for your family? Where will you get daily expenses? Most of all, where will you get money for drinking or vices? ... Your future is in your hands, and with your unity and support, we can uplift the lives of small-scale miners and their families. The government of Butchoy, Maymay, and Dutdot is a clean government, committed to providing direct assistance to the people without unnecessary bureaucracy. Let us stand together, organize, and continue the path toward peace and progress for Nabunturan!... (RPGPL_22)
	Metonymy	The victory of Team Cagas and the entire province is in your hands ... Our victory is in your hands , and with your support and trust , we can achieve even greater progress together. The future of Davao del Sur depends on your decision, as this is not just about one leader but about all of us standing united. Let us move forward, work together, and secure a brighter future for our province!... (RCFMT_22)
Speech Acts	Assertive	This is our time now. You are the rulers of our society. You have the power to choose who will lead you. I urge everyone to pray for a peaceful and orderly election in the town of St. Tomas. And I have seen that where there is unity, there is indeed peace. That is why, thank you very much. And I hope you will support me in running for mayor, Uncle Roland, for unity and the common good... (RSDAS_22)
	Directive	I have seen his dedication to service, and now, I want to continue the good things he has done for the people. I will bring the Wellness Program, where we will strengthen everyone's health through Zumba and other health and fitness initiatives. When the people are healthy, the town is strong... (SSMDI_22)
	Commissive	Even in the simplest way, I want to be an instrument of change. Therefore, through our projects and programs, we will continue to provide genuine assistance to our people, especially to the youth and the less fortunate. We also have a Legal Aid Service, which is free for the people of our town... (JCACO_22)
	Expressive	I am a child of Davao del Sur—this is where I was born, where I grew up, where I built my dreams and my life... This has been entrusted to you by God! Let us strive to continue leading Davao del Sur!... (VGRCFEX_22)
	Declaratives	We are considered the trailblazers in many ways. Truly, we made change happen. All of this became possible through the spirit of bayanihan—through the cooperation of our leaders from the province down to the sitios, the support of the private sector, and the unwavering trust and confidence of the people of Davao de Oro. We aim to continue good governance—the kind of leadership that leaves no one behind... (GMRGDE_22)

As shown in Table 2, the persuasive and linguistic rhetorical techniques substantially enhance the persuasive power of political discourse by shaping voter perception, reinforcing credibility, and eliciting emotional engagement. Strategies such as ethos, pathos, and logos, combined with appeals to human needs, figures of speech, and speech acts, enable politicians to craft messages that build trust, simplify complex issues, and motivate collective action, supporting the findings of Pandey (2024) and Heckmann (2025). These techniques work together to create speeches that resonate with voters' emotions, values, and logic, allowing candidates to

present themselves as credible, empathetic, and competent leaders. The use of metaphors, analogies, hyperbole, and structured speech acts further strengthens message clarity and emotional impact, aligning with the conclusions of Reed (2022) and Williams et al. (2024).

Pillars. It is classified as ethos, pathos and logos.

Ethos manifests in DMGET_22 as the speaker aligns her credibility with prior judicial principles of justice, accountability, and transparency, suggesting that the values upheld in the judiciary are consistently carried into her governance, thereby reinforcing trust in her character.

Pathos emerges in YRCPA_22 through the acknowledgment of past political terrorism in Davao del Sur and the triumph of faith, hope, and love, eliciting emotional resonance by highlighting collective struggles and unity.

Logos is demonstrated in EIJLO_22, where the citation of over 20,000 beneficiaries of the Zero-Billing Program provides concrete evidence to substantiate claims, appealing to reason through quantifiable outcomes.

Appeals. It is classified as safety needs, social needs, and self-esteem needs

Safety Needs illustrated in CCAT_22 where the emphasis on peace and order positions the speaker as a protector addressing security concerns.

Social Needs are reflected in JTLUAT_22 through the recognition of collective efforts and community collaboration, fostering a sense of belonging and shared purpose.

Self-Esteem Needs are appealed to in DCLUAT_22 by prioritizing the heart, passion, and willingness to serve over positional power, thereby affirming the intrinsic value and recognition associated with genuine public service.

Figures of Speech. They are classified as metaphor, analogy, hyperbole, parallelism, and metonymy.

Metaphors in RCFME_22 liken the audience to “soldiers of Cagas,” implying loyalty and commitment.

Analogies in SZDAN_22 depict selective leadership through comparison to someone picking preferred candies, highlighting inconsistency.

Hyperbole in MRGHY_22 exaggerates gratitude and turnout to underscore overwhelming support; parallelism in VJCAPA_22 repeats “will continue” to stress the enduring legacy and progress of leadership.

Metonymy in RCFME_22 employs “your hands” to symbolize the electorate’s decisive power in shaping outcomes.

Speech Acts. It is classified as assertive, directives, commissive, expressive, and declarative.

Assertive in RCFAS_22, the speaker articulates collective hope and assigns participatory roles to the audience, expressing belief in a shared vision and collective possibility.

Directive in MEZDI_22, the speaker responds to a call for engagement and urges active participation, demonstrating commitment to action and mobilizing the audience to contribute to change.

Commissive in JCACO_22, the speaker pledges sustained assistance through projects and programs, establishing reliability and reinforcing trust in their commitment to constituents.

Expressive in RCFEX_22, the speaker conveys deep personal attachment to Davao del Sur by emphasizing birthplace, upbringing, and life achievements, strengthening emotional connection with the audience.

Declarative in JTLUDE_22, the speaker asserts pioneering accomplishments that reshape perception and establish a credible leadership identity, effectively defining their role and influence.

Table 3. Pragmatic Implicatures of Linguistic Techniques in the Campaign Speech Videos

Campaign Speech Techniques	Specific Type of Speech Techniques	Sample Campaign Speech Statement & Source (Corpora)	Pragmatic Implications of the Corpora
Persuasive Techniques	Pillar	<p>Ethos - Throughout my entire life, my goal has been genuine service to the people. Even in the simplest ways, I want to be an instrument of change. That is why, through our projects and programs, we will continue to provide true assistance to our people, especially the youth and the poor... (JCAET_22)</p>	<p>Desire for Impact and Change. The phrase "instrument of change" infers that the speaker aims to create meaningful, lasting improvements rather than just temporary aid. True Leadership. Through emphasizing "genuine service" and "true assistance," the speaker subtly implies that some leaders may only provide superficial or self-serving aid. This creates an implicit critique of political or social figures who use service as a façade rather than a sincere effort.</p>
		<p>Pathos - We, as your elected officials, will strive to fulfill our promises. What we have committed to is not easy, and there is much we must sacrifice, but with your support and prayers, we will continue our mission... (DMGPA_2)</p>	<p>Commitment. "What we have committed to is not easy, and there is much we must sacrifice." This phrase entails that leadership and governance come with personal and professional costs. It suggests that the officials are willing to endure hardships, possibly financial, emotional, or time-related, to serve the people. Public Support. "With your support and prayers, we will continue our mission." This conveys that success is not solely dependent on the officials' efforts but also on the people's encouragement, participation, and faith. The mention of "prayers" implies a shared moral or spiritual bond, fostering a sense of unity and collective purpose.</p>
		<p>Logos - The ceremony is an act required by the Department of Interior and Local Government (DILG) as a manifestation of showing transparency, accountability, and good faith... (DMGLO_22)</p>	<p>Expected Compliance. The ceremony is "an act required," it means that non-compliance may have consequences, whether legal, administrative, or reputational. Transparency and Accountability as Priorities. The mention of "transparency, accountability, and good faith"</p>

			<p>implies that these values are fundamental in governance and that the ceremony serves as a mechanism to uphold them.</p>
Appeals		<p>Safety needs - Let us give greater attention to the peace and order of our province so that the people can live peacefully and happily. We will also create a law to institutionalize the school-based Moral Recovery Program to prevent teenage pregnancy, drug addiction, and other crimes. This program will provide a strong foundation for our youth... (CCSF_22)</p>	<p>Legislated Morality. The plan to "create a law to institutionalize the school-based Moral Recovery Program" implies that voluntary programs or community initiatives may not be sufficient, necessitating legal backing to ensure widespread implementation.</p> <p>Moral Crisis. These issues in the schoolbased Moral Recovery Program (MRP) implies that they are considered moral failings rather than solely social or economic concerns.</p>
		<p>Social needs - Success lies in your decisions and in the hands of the people of Davao del Sur. This has been entrusted to you by God! Let us strive to continue leading Davao del Sur! Let us unite for a clean and fair election! The point is, we must continue campaigning... (RCFSN_22)</p>	<p>Critique of Corruption. The call for a "clean and fair election" subtly implies that corruption or unfair practices may be present, urging voters and candidates to uphold honesty and integrity.</p> <p>Campaign Continuation. "The point is, we must continue campaigning." denotes that ongoing efforts are crucial, implying that stopping now would be irresponsible or detrimental to the cause.</p>
		<p>Self-esteem needs - The advocacy of our mayor for women and healthcare programs— you have heard it today. We have free check-ups, medicines, X-rays, ultrasounds, a dialysis center, and many other programs that benefit the people... (SSASE_22)</p>	<p>Women as a Political Priority or Symbol. The specific mention of "women and healthcare programs" implies that women's health is either a key societal concern or a strategic focus for political gain. It also suggests that women may be disproportionately affected by healthcare accessibility issues.</p> <p>Political Image-Building. The mayor's advocacy, the statement insinuates that public recognition and approval are crucial. It subtly implies that these programs contribute to the leader's reputation, possibly for re-election or increased political influence.</p>

<p>Figures of Speech</p>	<p>Metaphor - The delicious porridge that we have continued until now has been tasted and enjoyed by the people... JCDME_22)</p>	<p>Satisfaction and Acceptance. The phrase "tasted and enjoyed by the people" implies that the tradition has been well-received and continues to be appreciated, reinforcing a sense of pride and belonging. Cultural & Historical Significance. The phrase "continued until now" implies that the porridge represents a long-standing tradition, something passed down through generations or maintained as an important cultural practice.</p>
	<p>Analogy - All of you, be organized and enter the unity, because in 2022 we have proven that we can create peace and change... (RPGAN_22)</p>	<p>Call for Unity. "All of you, be organized and enter the unity," implies that collective effort is necessary to achieve a common goal, suggesting that disunity weakens progress. Encouragement for Future Action. The statement suggests that since peace and change were achieved before, they can be achieved again if people unite and organize.</p>
	<p>Hyperbole - So, my heart is very big, full of gratitude right now for your presence, for you having taken the time and hours to come here, to join us.... it seems, the entire province of Davao Oriental is gathered here today, with representation... (GMRGHY_22)</p>	<p>Possible Political & Social Motivation. If used in a political or leadership context, the hyperbole may subtly suggest widespread support for the speaker or their cause, reinforcing legitimacy and influence. Unity and Solidarity. The claim that "it seems, the entire province of Davao Oriental is gathered here today" suggests a strong sense of community, even if not literally true. It implies that the event is widely supported and meaningful to many.</p>
	<p>Parallelism - Finally, friends, our transformation will continue! Our progress will continue! The Legacy of Dudu Cagas will continue, through Yvonne Cagas! Thank you very much! (VJCAPL_22)</p>	<p>Legitimacy of Succession. The phrase "The legacy of Dudu Cagas will continue, through Yvonne Cagas!" implies that the new leader is the rightful successor, reinforcing the idea that leadership is being passed on smoothly and justifiably. Emotional and Historical Connection. By invoking legacy, the statement implies that</p>

Linguistic Rhetorical Techniques			Dudu Cagas had a significant impact, creating a sense of nostalgia and loyalty among supporters, which is now being transferred to Yvonne Cagas.
		Metonymy - It's important for you guys to have faith, believe that we can rise our country. Cause if not, we won't be where we are now... (SZDMT_22)	Encouragement of Collective Belief. "It's important for you guys to have faith, believe that we can rise our country." implies that national progress depends on the people's trust and confidence in their leaders or collective efforts. Implied Consequence of Doubt. "Cause if not, we won't be where we are now." suggests that past successes were only possible due to faith and unity, implying that doubt or lack of belief could hinder future progress.
	Speech Acts	Assertive - You are the rulers of our society. You have the power to choose who will lead you... (RSDAS_22)	People Hold Sovereign Power. The phrase "You are the rulers of our society" implies that ultimate authority lies with the people, reinforcing democratic principles and the idea that governance is based on public will. Political Motivation & Persuasion. Depending on the context, this statement could be part of a political campaign, subtly urging the audience to vote for a particular candidate or ideology under the guise of empowerment.
		Directives - I will bring the Wellness Program, where we will strengthen everyone's health through Zumba and other health and fitness initiatives... (SSMDI_22)	Collective Benefit. "We will strengthen everyone's health" suggests inclusivity, implying that the initiative is meant for the entire community, not just a specific group. Promotion of Active Participation. Mentioning "Zumba and other health and fitness initiatives" implies that people are expected to take part in physical activities, not just passively receive benefits.
		Commissive - Therefore, through our projects and programs, we will continue to provide genuine assistance to our people, especially to the	Focus on Genuine Assistance. The use of "genuine assistance" indicates that other forms of aid might be insincere or ineffective, implying that this

		<p>youth and the less fortunate... (JCACO_22)</p>	<p>commitment is more meaningful and trustworthy. Reinforcement of Social Inequality Narratives. The repeated mention of "the youth and the less fortunate" highlights social disparities but does not propose systemic solutions. It frames these groups as perpetual recipients of aid rather than individuals who could be empowered through economic or educational reforms.</p>
		<p>Expressive - The last time I was in public office was 9 years ago. But even when I wasn't in office, my family and I continued helping people in our own little ways... (DCLUEx_22)</p>	<p>Family as an Extension of Service. Mentioning "my family and I" infers that service is a deeply ingrained value, not just a personal duty, reinforcing an image of integrity and sincerity. Building Credibility and Trust. "The last time I was in public office was 9 years ago." implies a long absence, but the mention of continued service implies that the speaker's intentions remain pure and that their leadership experience is still relevant.</p>
		<p>Declarative - We are considered the trailblazer on many things... (JTLUDE 22)</p>	<p>Superiority and Leadership. By stating "We are considered the trailblazer on many things," the speaker implies that their group, organization, or community is ahead of others in multiple areas, reinforcing a sense of prestige and distinction. Innovation and Progressiveness. Being a "trailblazer" implies pioneering new ideas, practices, or policies. This suggests that the speaker's group is at the forefront of change and not merely following existing trends.</p>

Table 3 presented that the pragmatic implicatures embedded in politicians' persuasive strategies significantly shape the meaning and impact of People's Initiative discourse by conveying intentions that extend beyond literal statements. Consistent with Ghasemi et al. (2020), the findings show that campaign speeches strategically employ persuasive and linguistic rhetorical techniques such as pillars, appeals, figures of speech, and speech acts to guide, influence, and control public perception through implied meanings that reinforce authority, unity, and credibility. These linguistic choices carry underlying assumptions about leadership, responsibility, and collective involvement, demonstrating, as Eutaquio (2023) noted, that language functions as a powerful tool for shaping public sentiment and aligning citizens with political agendas. The presence of metaphors, hyperboles, and speech acts further reveals implicit messages about social expectations, governance standards, and the moral obligations of both leaders and citizens. Rhetorical strategies advance political advocacy by subtly directing how audiences interpret issues.

In the analyzed campaign speeches, ethos in JCAET_22 (2022) underscores credibility and sincere commitment. For instance, the phrase “instrument of change” implies genuine service and transformative leadership. Similarly, pathos in RCFEX_22 (2022) appeals to emotion through “with your support and prayers,” fostering empathy, emotional connection, and collective hope. In contrast, logos in EIJLO_22 (2022) emphasizes logical reasoning, as demonstrated in “required by the Department of Interior and Local Government (DILG),” supporting rational evaluation, transparency, and accountability.

Furthermore, safety appeal in CCAT_22 (2022) is conveyed through “peace and order of our province,” implying concern for security and positioning the speaker as a protector. Social belonging in JTLUAT_22 (2022) is shown in “collective effort... support and trust of the people,” emphasizing unity and cooperation as keys to success. Self-esteem appeal in DCLUAT_22 (2022) appears in “heart, passion, and willingness to serve,” highlighting sincerity and dedication over status or power.

Metaphor in RCFME_22 (2022) likens the audience to “soldiers of Cagas,” implying loyalty, dedication, and collective responsibility. Analogy in SZDAN_22 (2022) compares leadership to selectively choosing problems, suggesting inconsistency in governance. Hyperbole in MRGHY_22 (2022) exaggerates turnout and support through “the entire province... gathered here,” emphasizing overwhelming public backing. Parallelism in VJCAPA_22 (2022) repeats “will continue” to stress continuity, progress, and enduring leadership. Metonymy in RCFME_22 (2022) uses “your hands” to symbolize the electorate’s power and responsibility in shaping political outcomes.

Lastly, assertive in RCFAS_22 (2022) expresses belief in collective responsibility through “each of us has a role,” promoting shared effort and optimism. Directive in MEZDI_22 (2022) urges participation in “accepted your challenge to be part of the change,” encouraging active involvement. Commissive in JCACO_22 (2022) conveys promise and accountability through “we will continue to provide genuine assistance,” reinforcing reliability. Expressive in RCFEX_22 (2022) reveals emotional attachment in “child of Davao del Sur,” strengthening personal connection and relatability. Declarative in JTLUDE_22 (2022) establishes leadership authority through “trailblazer on many things,” implying pioneering and irreplaceable governance.

To situate the findings within global political communication scholarship, this study examined parallels between Philippine campaign rhetoric and political discourse in other regions. The analysis indicates that persuasive strategies such as ethos, pathos, and metaphor are not exclusive to the Philippine context but are foundational elements of campaign communication worldwide. According to Aliwie (2024), U.S. campaign speeches construct leadership credibility by foregrounding competence, integrity, and authority. Similarly, as noted by Grossman (2024), American political rhetoric relies extensively on emotional framing particularly appeals to hope, fear, patriotism, and national struggle alongside metaphors such as “battle” and “journey” that transform political participation into a collective mission. Comparable patterns are evident in Latin American populist discourse, where, according to Dholakia et al. (2025), leaders strategically employ moral polarization and emotionally charged narratives to position themselves as authentic representatives of “the people” against corrupt elites. These cross-national patterns suggest that credibility, emotion, and symbolic language constitute enduring mechanisms of political persuasion across democratic systems.

Despite these shared rhetorical foundations, the cultural articulation of persuasion varies significantly. In the Philippine context, campaign discourse frequently incorporates family-centered metaphors, religious references, and collectivist language emphasizing unity and shared identity. According to Mendoza et al. (2024), culturally embedded linguistic expressions in multilingual societies substantially shape how political messages are interpreted and internalized. As Harper (2022) observed, appeals rooted in personalism and moral obligation remain influential in shaping voter attitudes in the Philippines. Unlike many Western democracies, where individual achievement and personal autonomy are foregrounded, Philippine rhetoric more often emphasizes communal welfare, social harmony, and collective struggle. Borja et al. (2024) further argue that political participation in the Philippines is closely tied to relational networks and shared responsibility, reflecting broader Asian patterns of collectivist orientation.

Taken together, these comparisons demonstrate that while core persuasive strategies operate across political systems, their rhetorical realization is mediated by cultural values and historical context. By identifying both

convergences and distinctions, this study positions Philippine campaign discourse within global political communication research while highlighting its culturally specific dynamics. Such comparative framing strengthens the international relevance of the findings and underscores the interplay between universal rhetorical structures and localized sociocultural meaning.

CONCLUSION

The study concludes that politicians in the 2022 campaign speech videos employ a wide range of persuasive techniques, linguistic rhetorical devices, and pragmatic implicatures to shape public perception and influence voter attitudes. Through the use of ethos, pathos, and logos, supported by appeals to safety, social belonging, and self-esteem, politicians build credibility, evoke emotion, and respond to fundamental human needs. These strategies are further strengthened by figures of speech and various speech acts, which enhance message clarity, emotional resonance, and leadership authority while embedding implicit meanings about governance, morality, unity, and public responsibility. Overall, the findings reveal that campaign speeches are intentionally crafted with layered persuasive and pragmatic strategies that guide listeners toward favorable interpretations of leadership, strengthen emotional engagement, and reinforce political legitimacy. This demonstrates that political language functions not merely to inform but to mobilize, unify, and legitimize authority through both explicit persuasion and subtle implicit messaging.

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