Vote for Me! The Language Of Persuasion Used By Philippine Presidentiables

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ABSTRACT
Words are a powerful tool in persuasion. This research presents a discourse analysis of the persuasion techniques in speeches of the ten Filipino presidentiables during the 2022 national elections in the Philippines. The data were analyzed by categorizing, organizing, and interpreting the techniques and its implication using the three levels of language of persuasion by The New Mexico Media Literacy Project (2007). Results revealed that the presidentiables positively benefited from the utilization of the techniques under the Intermediate level. This implies that this level effectively persuades Filipino voters for it requires more creativity from the politicians and less complex comprehension from the voters.

Keywords: discourse analysis, language of persuasion, language and politics, Philippine politics

INTRODUCTION
Words are the currency of power in elections. During campaigns, every political candidate has their own methods on how they will be able to capture the hearts and minds of the people. Despite the fact that democratic citizens have free will to choose whom to elect, Charteris-Black (2005) states that within all types of political sy...
tem, from autocratic, through oligarchic to democratic- leaders have always considered language to effectively convince others of the benefits that arise from their leadership.

According to Rodgers (1992), language is an important force in shaping politics. Nowadays, political language is a lot like brand advertising, it shapes an audience’s emotional identity through giving them something to be a part of and something to look forward to. In fact, LeesMarshment (2015) said that politicians today are obliged to apply marketing techniques during their campaigns because people are no longer just plain and normal voters, rather they are evolving into “political consumers.” To support this, a study conducted by Ozturk and Coban in 2019 titled “Political Marketing, Word of Mouth Communication and Voter Behaviors Interaction,” concluded that political marketing activities and word of mouth communication are found to have a positive effect on voter’s behavior.

Language of persuasion helps politicians to persuade people to act in the special way they intend (Jalilifar & Alavi, 2011). Language is very powerful in persuading especially when speakers maximize its impact on our words and sentences by using linguistic devices (Rabiah, 2012). As a matter of fact, communication and speechwriting are the ways on how a candidate can swing a voter, and in democracy, the system mandates the voters to believe completely the politician’s campaign speeches. New Mexico Media Literacy Project (2007) introduced the three basic levels of persuasion: “Basic techniques” which are easily identified and good starting points for beginners, “Intermediate techniques” that require more critical distance; and lastly, “Advanced techniques” that requires high abstraction and judgment.

The use of persuasive techniques was introduced by Aristotle more than 2,000 years ago. The said techniques were effectively used by speakers, writers, media makers, and even politicians up to this day. Aristotle referred to this as “Rhetoric,” the art of effective or persuasive speaking or writing, especially the use of figures of speech and other compositional techniques; language
designed to have a persuasive or impressive effect on its audience. In addition to this, he said that in order for a speaker to persuade the audience, the speaker must possess the three elements of persuasion which are the pathos, ethos, and logos or collectively known as the “rhetoric triangle.”

Furthermore, a study conducted by Arisetiyani and Yuliasry on 2018 titled, “Observance of Cialdini's Principles of Speech Act of Persuasion in 2016 U.S Presidential Debates,” shows that most of the presidential candidates observed their voters’ principles and choices by using several ways like asking the voters’ needs, making a promise, and disfiguring the interlocutors.

Notwithstanding much research in the field of linguistics is dedicated to examining the language of persuasion. However, there is a dearth of articles focusing on the rhetoric of persuasion used by Filipino politicians. This prompted the researchers to carry out research that discusses the missing link that directly relates the language of persuasion used by the politicians in the Philippines. Hence, this paper answered the question: What are the language of persuasion techniques used in the proclamation rally speeches of the presidentiables in terms of basic persuasion, intermediate persuasion, and advanced persuasion?

Determining the language of persuasion used by the politicians will help the students and voters to be well-informed about the techniques of persuasive messages that will help them make better decisions. Moreover, it will also help those who are aspiring politicians in communicating what they feel towards their voters.

METHODOLOGY

This research used qualitative research design, specifically, Discourse Analysis in analyzing the language of persuasion used by the presidentiables during the 2022 national elections in the Philippines. The speeches include the candidate’s introduction of themselves, platforms for the country, promises for the Filipino citizens and other agenda included in a politician’s procla-
mation rally speech. The gathering of data includes: first, all the selected speeches of the presidentiables for 2022 national elections were collected and downloaded from the internet. Second, the collected data were transcribed from its oral mode into written word for word transcription. Third, the researchers analyzed the speeches one by one and looked for the persuasive techniques used by the candidates based on the level of language of persuasion. After which, the data utilized by the researcher were presented in the results and discussion of this paper. The said results were comprised of the answers for the presented research questions and then drawn into conclusions after analyzing carefully the given data.

The three levels of language of persuasion were used to analyze the data which were gathered from the speeches of the prospect participants. The New Mexico Media Literacy Project (2007) claims that these three levels of persuasion techniques based on the persuasive language used in media, advertisement, newsletters, websites, and politicians’ speeches. Each level of persuasive language includes different techniques that applies based on their level, namely the basic, intermediate, and advanced.

**FINDINGS AND DISCUSSION**

The New Mexico Media Literacy Project (2007) had come up with the three levels of persuasion techniques based on the persuasive language used in media, advertisement, newsletters, websites, and politicians.

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<th>LEVELS OF PERSUASION</th>
<th>DEFINITION</th>
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<td>Basic</td>
<td>This is the first level of persuasive language. This technique is often seen in many media examples; they are easily identified in persuasive texts for they are good starting point for all learners.</td>
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<tr>
<td>Intermediate</td>
<td>This is the second level of persuasive language; this requires more critical distance for these are only done by the ones who already mastered the basics.</td>
</tr>
<tr>
<td>Advanced</td>
<td>This is the third level of persuasive language; these techniques require more abstraction and judgment for this is the most difficult to use and understand according to study.</td>
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BASIC LEVEL OF PERSUASION

The Basic Technique is often seen in many media examples; they are easily identified in persuasive texts for they are good starting point for all learners. The presidentiables used Bandwagon statements presented above went straight into conclusion of something good and bad will happen, even though they did not explain how a certain scenario can cause such effect. Moreover, these presidentiables straightly assumed what the people or the voters want and do not want. They based their claims on the cliché opinion and cries of a typical voter who wants change and progress for his country, the presidentiables failed to analyze whether the crowd they were talking to have the same aspirations and hope for the next government. They went straightly to safe statements that is commonly looked for by a voter to the politicians like “good quality of life,” “someone who understands the people,” “against to politician thieves,” and they also generalized the hope and wishes of the people for the country like “perfect government,” “zero crisis,” and “solution to all problems.”

Therefore, the speakers used the bandwagon technique for the reason that instead of presenting numerous and well-researched data, they saved their time and jumped into conclusions based on their personal values and opinions and the well-known information to the public. The presidentiables assumed that it is fine to utter conclusions because the people will not search for evidences to them at that very moment, and because that idea is well-known and accepted by the public.

Next, is the Bribery technique. In the world of advertisement, this technique tries to persuade people to buy a product by promising to give them something else, like a discount, a rebate, a coupon, or a “free gift.” Sales, special offers, contests, and sweepstakes are all forms of bribery, unfortunately, people don’t really get something for free - part of the sales price covers the cost of the bribe. For politicians, they use this technique by promising a lot of actions to their voters to persuade these people to vote for
The mentioned presidentiables uttered concrete and general plans, this kind of technique makes the people feel that the politician really cares and has plans for them that will help them in making their lives better. In this technique, the presidentiables made a lot of “promises” which their voters can hold on to. Words and phrases like “promise,” “double the action,” “sure,” and “find real solution,” were just some of the words used by the candidates to bribe the people.

Therefore, the presidentiables used this chance to make countless and limitless of promises and to give temporary assurance to their voters and listeners for the reason that it is easier to persuade them by saying so, because they still have no chance of proving it for they are still a candidate. Besides, politicians will say anything to get elected (Padgett, 2012). These presidentiables will have no responsibility of fulfilling every single promise especially if they lost the candidacy.

The next one is Fear. This technique uses something disliked or feared by the intended audience (like bad breath, failure, high taxes or terrorism) to promote a “solution.” In Advertisements, they use fear to sell people products that claim to prevent or fix the problem. While politicians on the other hand, uses advocacy groups stoke people’s fears to get elected or to gain support. The presidentiables instilled fear in their statements to make the voters favor them instead of the “bad choice.” They used this technique to build a positive image of them which is the “good choice” by building fear within their competitors’ group/government.

In addition, some of the presidentiables exampled scenarios that were scary and unfortunate, and later on promised to the people that they will do their best to end these happenings. In support to this, it is claimed that discussing risks or instilling anxiety to your audience is proven to be effective at changing intentions and behavior, specifically when the behavior followed it up with a solution to the threat. This move aims to make the people feel the uncomfortable while picturing out in their minds...
these negative scenarios and later on feeling the relief and hope when this specific candidate presents solutions and action to take in order to address the problem. In that way, they can easily make the people favor them because no one wants to be in a bad position. This specific technique makes the voters feel that they will be “safe” from the terrifying nightmare scenarios that the politicians exampled to them. They will feel that they are in good hands and will never have to undergo that nightmare anymore because this politician is with them and for them.

The fourth technique under basic persuasion is the Humor. A lot of advertisements use humor because it grabs the attention of the viewers and it is a powerful persuasion technique. When people laugh, they feel good. Advertisers make the viewers laugh and then show their product or logo because they were trying to connect that good feeling to their product. They hope that when consumers see their product in a store, they will subtly re-experience that good feeling and select their product.

The presidentiables used light jokes and puns that they believe made an impact to their audience. Some made fun of themselves directly, some used other people to throw a joke, and some made fun of life scenarios. These were done to make the people connect to them and catch their attention in the beginning, middle, and end, of the speech wherever they placed it in. In whatever way they presented their humor technique, their goal is similar – and that is to capture the attention of their voters hoping that they will make a certain connection with them so they will be remembered even more by their possible supporters. Therefore, inserting this technique into speech is a great move done by the presidentiables. It will not just enliven the mood of their viewers, but they will also feel that the presidentiable is affable and one of them, and not someone who seems to be so serious and untouchable.

Another benefit of this technique is that it helps the presidentiables to introduce themselves to the people without directly having a self-introduction. By cracking a single joke, the
people can already read and feel who they truly are. For the side of the voters, this technique also helps them to see whether the candidate they will vote for is someone who they can talk to easily or someone who can be hard to be with in the future.

Next, is the Intensity. The language of advertisement is full of intensifiers, including superlatives (greatest, best, most, tastiest, lowest prices), comparatives (more, better than, improved, increased, fewer calories), hyperbole (amazing, incredible, forever), exaggeration, and many other ways. Superlatives, comparatives, and hyperbole terms were all noticed in the lines stated by the presidentiables. However, they focused on using this technique in conveying to the people “how much” or “how intense” they want to do or to make if ever they will win the election. Most of them used the best quality or the highest extent as an intensifier to convince the people to vote for them. The candidates use this technique to make the people feel that what they do and will do for them will always be the best version of it.

Also, because of its effect of “ramping up” and intensifying adverbs, this technique helps the politicians to persuade the voters even more by making them feel that they will always do their greatest effort in fulfilling something for the betterment of the country. In addition to this, this technique also makes an impression to the voters that these politicians can make anything and everything, even turning the impossible to possible.

Sixth is the Plain folks. This is a type of Testimonial. This technique works because people may believe a “regular person” more than an intellectual or a highly-paid celebrity. It’s often used to sell everyday products like laundry detergent because people can more easily see themselves using the product, too. The plain folk’s technique strengthens the down-home, “authentic” image of products like pickup trucks and politicians. Unfortunately, most of the “plain folks” in ads are actually paid actors carefully selected because they look like “regular people.” In the politician’s case, the candidates make the people believe that they are “just like them” who have experienced every problem they
have went through and the kind of lifestyle they are in.

The presidentiables shared their personal experiences living like a normal citizen of the country. This technique let the people think that these politicians are just normal people like them because they once experienced the same amount of hardships and underwent the same problems as theirs. Vice President, Leni Robredo and Senator Manny Pacquiao both used their first languages, Bikol and Cebuano respectively, which were also the language of their audience during their proclamation rallies. This is also a way to let the people know that they are one of them and they can connect to them personally.

Using the plain folks technique basically means that the politician is convincing the people that all of their ideas, platforms, advocacies, aspirations, and themselves, are all of the people. In their statements, it clearly shows that the candidates are trying to convince the people that whatever problems they are experiencing at the moment, had also been experienced by them. So, they what they need to do is to vote for these candidates, because they are the ones who understand them completely. In addition to this, this technique let the people feel that three candidate is not hard to approach whenever they will be needing his or her help in the future because the candidate first-handedly experienced the problem, so he or she knows the feeling of being in that hard situation. By this, the people feel more assured and confident that this candidate will not leave them hanging because he also experiences what they are experiencing.

Next is the Repetition. The presidentiables abovementioned used the repetition technique in emphasizing to their audience the “taglines” and the main advocacy of themselves. Also, they repeated several times their statements on promising to be the best leader the Philippines could ever have if the people will just give them a chance.

Politicians have this technique as a “bonus” for the reason that it does not require them to think of another set of words or phrases to persuade their audience; what they believe their stron-
gest line can just be repeated over and over again, and that alone can help them in persuading the people in voting for them.

The last technique under the basic level of persuasion is the Testimonials. Media messages often show people testifying about the value or quality of a product or endorsing an idea. They can be experts, celebrities, or plain folks. Because of that, viewers tend to believe them because they appear to be a neutral third party (a pop star, for example, not the lipstick maker, or a community member instead of the politician running for office.) This technique works best when it seems like the person “testifying” is doing so because they genuinely like the product or agree with the idea. Some testimonials may be less effective when we recognize that the person is getting paid to endorse the product. In the candidate’s case, they tend to state and share their works and achievements with a supporting testimony from the people under their governance from their past terms.

Testimonials usually often come from high-paid celebrities, especially the most famous ones. But in the case of these presidentiables, they use themselves in making a testimony of how they first-handly experienced the bad governance that the people experienced too, the hard life experiences of the normal citizens, and their belief and trust to the service that they rendered in their respective offices in their past terms. Also, one of them testified in behalf of the people – Former Mayor Isko Moreno – Manila, on where he said that the “Manileños” can prove how great he is as a leader.

This technique helps the statements of the candidates be more “authentic” or “real”. This gives the people an idea that the candidate is not only speaking from himself or herself, but they have other people who can testify to their claims. In the case of the presidentiables, they lack in presenting specific people that could probably support their statements even more, they can also do this by letting this person talk with them on the stage facing all the audiences.
INTERMEDIATE LEVEL OF PERSUASION

The next level of persuasion used by the presidentiables is the Intermediate technique. This require more critical distance for these are only done by the ones who already mastered the basics. The first technique under this level is the Charisma. Sometimes, persuaders can be effective simply by appearing firm, bold, strong, and confident. ‘This is particularly true in political and advocacy messages. People often follow charismatic leaders even when they disagree with their positions on issues that affect them. Charisma can also be felt by the audience depending on how the candidate delivered and stated his or her words.

The charisma technique is often observed in the quality of a person who is able to attract, charm, and influence the people around him. The presidentiables already have the charisma chained with their personality and names because they are already known all over the country, and all of them already had past positions in the local and national government that adds to their influence among their people.

Next is Flattery. Persuaders love to flatter their audience. Politicians and advertisers sometimes speak directly to them: “You know a good deal when you see one.” “You expect quality.” “You work hard for a living.” “You deserve it.” Sometimes ads flatter its viewers by showing people doing stupid things, so that they will feel smarter or superior. Flattery works because people like to be praised and they tend to believe people they like. The presidentiables abovementioned made sure that their audience feels that they are being acknowledged by the politician.

Therefore, making the people feel they are needed or simply “flattering” them, alters their thinking about this claim. Instead of thinking that politicians will not care about them after the election, they will have hopes of being heard by this politician because in the first place the candidate made the people think that his or her plans will only work if and only if the people will help them. This is the power of flattery, it makes the people feel that they are wanted and needed by someone who does not need
them in real context. But because of persuading, the politicians need to make it look like they are the ones who needs the help of the people and not the other way around.

Another is the Glittering generalities. This is the use of so-called “virtue words” such as civilization, democracy, freedom, patriotism, motherhood, fatherhood, science, health, beauty, and love. Persuaders use these words in the hope that the audience will approve and accept their statements without examining the evidence. They hope that few people will ask whether it is appropriate to invoke these concepts, while even fewer will ask what these concepts really mean.

Politicians often have hard times in explaining to the people their aspirations and visions for it because most of the time they are seen as bluffing or a promise that is bound not to happen. Because of that, they are having a hard time picking of the right words to use in their speeches in order for them to persuade the people that their intentions are pure and genuine. This technique has a great impact in connecting the politician with his audience by speaking to the beliefs and/or values that are dear to them. The goal of the statement that used this technique is to create a favorable impression in the minds of their voters.

Another technique under the intermediate level is the Name-calling. This technique links a person or idea to a negative symbol (liar, creep, gossip, etc). Name-calling is one of the techniques that is negative in nature but may result to positive outcomes. This is a technique used to create fear among the people by concluding someone or a group bad or evil. In here, the presidentiables name-called the former politicians from the Philippines, “thieves,” “corrupt,” “abusive,” and described the past administrations as “rotten,” “worst,” and “old.” These words were not supported by any type of evidences coming from the speakers, what they did was just to straightly tell to the people that the other politicians and candidates – except from them – will have nothing good to do.

This specific technique, name-calling, intends to create unfa-
favorable opinion or hatred against a group, ideas presented, or institutions they want to destroy. This technique is widely accepted in the language of persuasion even though the speaker would not sweat to find and examine evidences to support his or her name-calling statement. This is used as a substitute in arguing the intelligent idea of a belief, proposal, or claim.

With that being said, using this technique will help the presidentiables to easily knock down the image of their competitors and the other politicians by just calling them in a negative name and not needing to prove that they are such one. To add, because voters only want the best option for the presidential position, a candidate who was named after a negative term will give them second thoughts of still believing to that candidate or not anymore.

Another is the technique called New. People love new things and new ideas, because they tend to believe they are better than old things and old ideas. That is because the dominant culture in the United States (and many other countries) places great faith in technology and progress. But sometimes, new products and new ideas cannot assure growth, it sometimes leads to new and more difficult problems. Politicians use this technique to make the people hope for something new in their administration, they use new platforms and promises to make the people believe that this time there will definitely be a change.

The two presidentiables who used this technique focused on giving the people specific actions that they will take if ever they will be fortunate to win the election. Aside from that, they have emphasized that the platforms and advocacies they have come up with, are focusing on the needs of the people in the present, which implies that all of what they offer are something new and designed especially for them. This technique helps the candidates to express their hope for the country they want to rule over for the reason that this technique does not only let them present their platforms, it also lets them present it specifically and think of a new breed of solutions to conquer old long-term problems.
Next is the Nostalgia technique. This is the opposite of the “New” technique. Many advertisers invoke a time when life was simpler and quality was supposedly better (“like Mom used to make”) for politicians, they use this technique by making a promise to bring back the “good old days” and restore “tradition.” The nostalgia or nostalgic effect is used by these presidentiables to make the people feel the good moments from the past where life was still at its best and only little hindrances occur. Most of the lines from the presidentiables talk about how they personally lived, saw, and felt from their past. They connected their experiences from the past to the success they believe where they are now and the plans they want to perform in the future if ever they will win the election.

The candidates simply used their personal nostalgic moments to let the people feel that once they were also in their shoe enjoying the life of being a normal citizen in their respective towns. This makes the people feel that the politicians do not turn their back to where they came from so there is a high chance that they will do the same in looking back to the people who will possibly make them win the election. Another way presented was when a candidate made the people rethink and reminisce how the Philippines was few years ago. They do this technique in order to make the people feel hungry in that kind of peaceful, simple, and smooth-sailing way of living.

Because of that, the people feel the hope that these candidates can bring back the simple life they had before. This will be an easy move for the politician because he or she does not need to explain one-by-one how he will run the country if ever he or she will win. What they did was to make a nostalgic statement to the people and let the people picture out themselves how the country was doing before, and that exactly what the specific candidate would do if he or she will be elected. This technique works wonders especially when the audience or the listener can actually remember a better time based on the example of the speaker.

Rhetorical question is also a technique in the intermediate
level. These are questions designed to get the audience to agree with the speaker. Some of the questions can basically be answered by “yes” or “no” and some were answered as well by the candidate who uttered his own question. Clearly, the presidentiables abovementioned stated a question to their listeners but did not intend to solicit for an answer, rather what they want is to make the people realize something from the question they threw.

As an example, Manny Pacquiao’s rhetorical question about “Why the Philippines is suffering?” instead of waiting for the people to answer him, he answered his own question right away, and because of that, the people listening to him were already confined to the answer that he gave to them. What will happen is that the people will be convinced that the only reason why the Philippines is suffering is because of the reason that Manny Pacquiao himself stated, “Corruption.” Now, he can easily make the people believe that he can end this because that is where and what his platforms are focused.

The audience who heard these statements under this rhetorical technique may be persuaded to consider other that affect why Philippines is suffering, they might just easily believe Pacquiao’s answer because he asked it rhetorically.

Next one is the Simple solution technique. Life is complicated. People are complex. Problems often have many causes, and they are not easy to solve. These realities create anxiety for many of the people. Persuaders offer relief by ignoring complexity and proposing a Simple solution. Politicians claim one policy change (lower taxes, a new law, and a government program) will solve big social problems. Advertisers take this strategy even further, suggesting that a deodorant, a car, or a brand of beer will make a person beautiful, popular and successful.

Voters love the idea of having a peaceful quality of life, and politicians love the idea of making the people believe that they can give this to them. The statements presented above were the solutions suggested by the presidentiables for solving the long-term problems of the country. They cut the chase by just men-
tioning how they will be able to end the hardships of each and every Filipino as if it is something possible to do in the span of one term. Politicians love to make things sound easy because this is what the people buy. The people believe that they voted for a leader to be the servant of the citizens in addressing social issues that affects their lives directly.

For instance, Ping Lacson’s simple solution statement, “We will fix the government to fix the lives of each and every Filipino.” The candidate makes the people believe that if they vote him and his partner, the lives of each and every Filipino will be the best version of it and none of the problems will ever come to them again. Of course, in reality this is impossible. But because Lacson makes it sound “Easy” to the audience, on where all they have to do is to vote for them, the people buy it and may be convinced to really give their votes to him.

Symbols is the last technique under the intermediate level. Symbols are words or images that bring to mind some larger concept, usually one with strong emotional content, such as home, family, nation, religion, gender, or lifestyle. Persuaders use the power and intensity of symbols to make their case. But symbols can have different meanings for different people. Hummer SUVs are status symbols for some people, while to others they are symbols of environmental irresponsibility. This depends on the interpretation of the listener and how the speaker presented it.

The voters have the biggest role in making a candidate sit in position. Because of this, politicians usually talk to them in a manner that is not practiced in everyday conversations. They use respectful terms, or even figurative languages to make the people feel special and treasured. This is what the symbol technique does, instead of saying a statement straightforwardly, the politician will find or think of a symbol that may be substituted to his elements in order to sound more professional and sincere to their audience.

This technique helps the candidates make the voters believe
that the politician has a strong emotional relationship with the people. The candidates here tries to make themselves transparent emotionally for the people to see their utmost aspiration to achieve their goals and win this election.

In Leody De Guzman’s statement, “That’s why if they still continue, if we still let the dirt bags, dynasties, and elitists this pearl orient of the sea may turn into the desert of poverty.” He used a metaphor to represent what could happen to the Philippines if the government will continue to rule. The people already know what could happen if ever this situation occurs, but because of the use of symbol, the people can be more frightened compared to before because the words that were used were too powerful and meaningful. It gives an instant impression to the people that the Philippines may be at its worst if ever this happens. Because of that, they are swayed to whatever solution De Guzman will offer them because he already got the attention of them by using the symbol technique at first.

Another, the statement of Ferdinand “Bongbong” Marcos Jr., “we are slowly hearing the answer from the people of the town, the answer we hear started like a whisper, but as time goes by, on in the past few weeks in the past few months, that whisper slowly getting stronger and becoming a loud voice and becoming a cry that our compatriots are saying...” makes the people feel that they are a part of a small movement that is now enormous and influential. Marcos made a symbol to describe to the people how much their supporters went from zero to a hundred or more. This makes his supporters feel that they are a part of something big and their presence is acknowledged and surely will be worth it.

**ADVANCED LEVEL OF PERSUASION**

Finally, the last level of the language of persuasion is called the Advanced techniques. These techniques require more abstraction and judgment for this is the most difficult to use and understand. First one is the Analogy. An analogy compares one
situation with another. A good analogy, where the situations are reasonably similar, can aid decision-making. A weak analogy may not be persuasive, unless it uses emotionally-charged images that obscure the illogical or unfair comparison.

Analogy is seldom noticed in political speeches, but this technique is a great logical technique and argument to use instead of sticking to basics like simile and metaphors. It makes persuasion more convincing because it compares two completely different ideas and then state their similarities at the end. If people will think of it, a person who uses this technique will appear more intelligent and wittier to the audience, for the reason that instead of saying the idea straightforward, the speaker made an effort to look for a creative statement to convey his thoughts and feelings.

In addition to that statement, it was also said that analogies resonate with the audience at an emotional level. Human brain is tuned to recognize matching patterns, so when human brains see a complex concept simplified through this technique, it moves the listeners emotionally, making the persuasion more effective. As a matter of fact, the real power of analogy is it makes complex concepts more accessible to its listeners.

As mentioned earlier, analogy can be interpreted differently by its listeners. But generally, this technique is judged into two categories which are good and bad analogy or the strong and weak analogy. The statement of Former Mayor Isko Moreno, “I come from the depths of life, or the miserable life of a garbage collector, I can still become the mayor of Manila, what is impossible, but it became possible,” can be considered as a strong analogy because aside from comparing two completely different ideas – impossible and possible – he stated an example beforehand for his audience to understand easily what he wants them to realize in his analogy statement.

Second to this level is the Denial technique. This technique is used to escape responsibility for something that is unpopular or controversial. It can be either direct or indirect. A politician
who says, “I won’t bring up my opponent’s marital problems,” has just brought up the issue without sounding mean.

This technique is a great help for the politicians who want to destroy the image of their competitors without putting their name at risk. After all, impressions play a very important role during campaign and election period. Candidates do their best to shape themselves into a favorable character or a persona with a good image during these times.

And lastly, the Timing technique. Sometimes a media message is persuasive not because of what it says, but because of when it’s delivered. ‘This can be as simple as placing ads for flowers and candy just before Valentine’s Day or delivering a political speech right after a major news event. Sophisticated ad campaigns commonly roll out carefully-timed phases to grab the people’s attention, stimulate desire, and generate a response.

Valentine’s Day is very remarkable and relatable to the Filipino people, actually, Filipinos love celebrating every holiday and all types of special occasions. This is a big part of their culture that cannot be ignored. They are well-known for celebrating holidays the best way – food, activities, decorations, and more.

For that reason, the statement of Ferdinand “Bongbong” Marcos Jr. has a high chance of making his audience feel that they are loved and cared by the politician, because he himself acknowledge the celebration in the time of his proclamation rally. More to mention, the official color of the campaign group of this candidate is “Red,” which is also the color of Valentine’s Day because it means love and symbolized the heart. This idea radiates love to the people and makes them feel that the candidate treasures them as family. By this, the politician will find an easy time on making the people believe what he will say next because the people are floating in cloud nine thinking that they are special to the speaker, and most likely will reciprocate the feeling. The other presidentiables also used colors as their political branding for their campaign (Palatino, 2022). Leody De Guzman and Ferdinand “Bongbong” Marcos Jr., were represented
by the color red, while Manny Pacquiao, Isko Moreno, and Ping Lacson embodies the color blue on the other hand, and lastly, Vice President Leni Robredo chose the color pink to be her team’s identity for this election.

CONCLUSION

This discourse analysis brought forth the language of persuasion used by the presidentiables in their proclamation rally speeches for Philippine Election 2022. The findings of this study imply that words are powerful tool in persuasion, truly plays a big role in persuading people and swaying their opinions. The Filipino voters’ choice of candidate was greatly affected positively by the different techniques under the three levels of persuasion used in the proclamation speeches of the presidential candidates.

The top four (4) candidates who utilized the techniques were favored by the people during the election which implies that the candidates’ use of the language of persuasion is a great help and advantage to them. Intermediate level, specifically, turned out to have the most powerful persuasive techniques according to this research. Three (3) out of the four (4) top candidates maximized the use of the techniques under this level in successfully convincing the people for voting them.

Hence, using the language of persuasion is not enough for a speaker to be an effective persuader, speakers must know and learn religiously how to properly utilize and correctly maximize the different techniques under the three levels of persuasion in order for them to achieve their primary goal which is persuading successfully. Into the bargain, Filipino politicians should learn to make use of the different techniques presented in the language of persuasion in order for them to strongly convince their voters to believe and support them during campaign periods up to the election proper. Not to mention, having the sufficient knowledge on this can also help the politicians to accurately convey their feelings and thoughts to their voters during their talks.
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