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THE EVALUATIVE STANCE IN THE SPEECHES OF THE PHILIPPINE VICE PRESIDENT: A REFLECTION OF SOCIOCULTURAL VALUE

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ABSTRACT

The study critically examined the Vice President's speeches to determine the textual structure and evaluative stance of the Vice President's speeches. The study revealed the textual structure of the speeches, mechanized by the Canonical Order of Spans and Textual Relation Classification: the nucleus before satellite and the satellite before nucleus order. The findings also showed that the evaluative stance in the speeches was revealed through evaluative language strategies: nomination, predication, thematization, stylization, topical segmentation, and completeness of the sentence. Furthermore, the results of this study also revealed that the Filipino values and ideology portrayed in the speeches are the Persistence of Family Ties and Raise the Standard of Living. Hence, the study's results determined how the audience may recognize the true meaning and detect the influence of a political leader's language in relaying information and providing their socio-cultural values system. The study also emphasizes that speeches resonate by aligning with the audience's values, enhancing emotional connections, and influencing beliefs and ideologies.

KEYWORDS: *Textual Structure, Evaluative Stance, Vice President Speeches, Critical Discourse Analysis, Socio-cultural Value*

INTRODUCTION

The evaluative meaning of the speaker's words and language in speeches manifests cultural values, power structures, and belief systems. Since evaluative language helps shape the audience's understanding of political and social issues, it uses linguistic terms to transmit judgments, attitudes, and values that support or oppose a particular perspective (Martin & White, 2005). The Philippine Vice President, for instance, may employ evaluative language in his or her speeches to project values, develop a connection with the public, or advocate for a specific ideology.

This study aimed to evaluate and determine the Vice President Speeches' textual structure and evaluative stance. Likewise, the study aimed to reveal the speeches' embedded socio-cultural values and ideology. By analyzing these speeches, the research sought to contribute to a broader understanding of how political discourse serves as a medium for reinforcing or reshaping societal values and the interplay between language and culture in political communication.

RESEARCH QUESTIONS

1. What is the textual structure of Vice President Sarah Duterte's Speeches?
2. What is the evaluative stance of Vice President Sarah Duterte's Speeches?
3. How do sociocultural values shape the Philippine Vice President's rhetorical choices in these speeches?

THEORETICAL LENS

The study was theoretically examined by Mann & Thompson's Rhetorical Structure Theory (1987), Prihodko et al. (2020) Strategies of Evaluative Discourse, Miralao's Filipino Ideology (1997), and van Dijk's Critical Discourse Approach (2001). The study was seen through the lens of Rhetorical Structure Theory, or RST, the text structure theory. The text organization offered a framework for text analysis and was expanded to provide a theoretical framework for computational text design. RST viewed the text hierarchically organized (Mann & Thompson, 1987). It consists of small patterns called schemas, which describe the functions of text parts rather than their form characteristics. Prihodko et al (2020) Strategies of Evaluative Discourse were mechanized in the present study, which emphasized that evaluative discourse was a complex communicative phenomenon that included, in addition to linguistic and extralinguistic factors (knowledge about the world, sociocultural characteristics, opinions, and intentions of people) necessary to create an evaluative influence. Evaluative discourse discussed the presence of a unique, evaluative speech situation, the speaker's specific intentions, using the evaluative factor as an achievement of goals and objectives of communication, as well as the unique role of the value system and the emotional mood of communicants in the process of communication. The study was also seen through the lens of Miralao et al.'s study of Filipino values and ideology, which critically examined how traditional Filipino beliefs shape national identity, behavior, and social institutions. This proposition was frequently linked to sociological and

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anthropological studies on Filipino culture and how these values interact with politics, education, and development. Lastly, the study was critically examined vy van Dijk's CDA approach analyzed discourse by (a) examining the context of the discourse-ideological, political, or social background of a text and its main participants; (b) analyzing power relations and relationships among participants; (c) making explicit the presupposed and implied; and (d) evaluating all formal discursive structures.

RESEARCH DESIGN

This study was qualitative in nature, employing the approach of Critical Discourse Analysis, explicitly utilizing the frameworks of Mann & Thompson's Rhetorical Structure Theory (1987), Prihodko et al (2020) Strategies of Evaluative Discourse Miralao's Filipino Ideology, and van Dijk's Critical Discourse (2001), as this study sought to analyze and determine the evaluative stance of the speeches of the Vice President.

RESEARCH MATERIALS

The study primarily utilized the speeches of the Vice President released and published on the OVP's official website https://ovp.gov.ph/. however, only 22 were identified to qualify in Mann & Thompson Rhetorical Structure Theory (1987) following these criteria: (a) the speech was released and published within the date of the first day of office of the Vice President up to the present term and (b) it had the text structure as patterned to Mann & Thompson Rhetorical Structure Theory (1987) which held two adjacent parts of a text, one part was the nucleus and one a satellite. However, Vice President's speeches that (a) do not contain at least 500 to 3000 words in at least two or more pages and (b) speeches that do not discuss topics on Education System, Teacher-learning process, laws and provisions on Philippine Education and all other topics related and highlighting Teacher's welfare, Professional Education and the students' learning development in the Philippines were excluded and were not taken as a qualified corpora.

RESULTS

Strategies Employed in Identifying the Textual Structure in the Vice President's Speeches

The textual structure strategies center on using various techniques to organize the information in a text. These techniques demonstrate how various textual elements relate to one another to further the primary goal of communication.

Canonical Order Strategies

The standard or preferred arrangement of components inside a phrase or discourse structure is known as the canonical order, and it is particularly useful when describing the connections between various textual components. It is used to characterize textual elements' customary, expected arrangement, especially when delivering information consistent with the audience's usual discourse processing style.

Nucleus before Satellite Order of Span. The Nucleus before Satellite Order of Span is a valuable technique for determining the text structure of a speech since it stresses the explicit order of concepts. In political speeches, this structural strategy ensures that the audience understands the main point first, then the supporting information. This approach of arranging discourse is critical for effective communication, especially in speeches intended to inform, convince, and engage the public on significant societal issues.

Speech 2 or S2 has the nucleus part: *conclude the observation of National Children's Month* where the strategy used is *purpose* according to its Canonical order: *nucleus before satellite*. The textual relation is the presentational relation – *Justify*, which facilitates the presentation of the process of the celebration of National Children's Month. This textual relation confirms that the speaker intends to increase the audience's belief in the National Children's Month commemoration and observation. The sample text below was extracted from the corpora included in this study to highlight how the Vice President's speeches used the nucleus before the satellite order of span.

> Today, we conclude the observation of National Children's Month, reminding us that we are tasked to provide our children with a safe, nurturing, and loving life that allows them to play, learn, and grow into responsible, productive, and well-rounded individuals. (P2, S2)

Satellite before Nucleus Order of Span. The Satellite before Nucleus Order of Span helps identify a speech's text structure by emphasizing how the speaker builds up to the key message, establishing context or background before presenting the central concept. This strategy is especially effective at building suspense, guiding audience expectations, and framing the key argument within a larger narrative.

In S9 or speech 9, the satellite is explicitly shown before the nucleus order. This canonical order of span is strategically done by employing the *background* strategy. This order also provides the presentational relation, which is identified as a *concession* relation. Concession relation is done to provide the desired effect of the writer or speaker to cause a positive regard or disposition in the listener or reader. Hence, the nucleus of this corpus emphasizes the identified claim span: *the importance of the second and last installment of the First Philippine Book Festival*.

Strategies of Evaluative Language

Evaluative language is important in speaking and writing, particularly in persuasive, political, motivational, and everyday communication. It refers to using words and expressions that indicate an attitude, judgment, or emotional posture toward a subject. It significantly impacts how we perceive events, people, and ideas, particularly in persuasive or contentious situations. Evaluative language helps speakers to express their feelings regarding a topic, event, or person. It discreetly directs the audience to see individuals, events, or ideas in a positive or bad light, depending on the speaker's intention. **Nomination.** Nomination as an Evaluative Language Strategy refers to the

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creation of propositive names of events, which involves the naming or labeling of entities, actions, or situations in a way that attributes a particular value, categorization, or identity to them. **Predication**. Predication as a strategy involves attributing specific qualities or characteristics to the nominated entities and focuses on correlating propositive names with reality. **Thematization**. Thematization can direct how the audience interprets the significance of certain issues, policies, or individuals, and can subtly reflect the speaker's attitudes, priorities, or values. **Stylization**. Stylization denotes the selection of linguistic means supplying the discourse with necessary connotations in specific communication conditions and involves using specific linguistic styles or registers to convey evaluation. **Topical Segmentation**. The next evaluative language strategy employed in the Vice President's speeches is topical segmentation. The topical segmentation strategy of the evaluative language describes how a speaker organizes and divides the substance of their speech into distinct themes or topical pieces. **Completeness of the Sentence**. Lastly, completeness of the sentence as a strategy was employed in this study. In evaluative language, completeness of the sentence refers to the degree of detail, depth, and finality with which a speaker creates their words. This strategy discusses the elements of the discourse in the text continuum, which refers to the extent to which the discourse provides a full and detailed evaluation. The following sample text below is extracted from the corpora to show how the Vice President speeches employed one of the strategies: the nomination strategy.

> Over 28 millions learners all over the Philippines. These, ladies and gentlemen, make my interest in the future of Philippine education a very personal matter. Filipino learners are NOT academically proficient. (P4, S15)

In political speeches, notably those of the Philippine Vice President, such nominations help connect the speaker with the audience, influencing how they perceive the speaker's stance on critical subjects. By carefully analyzing these nominative choices, the audience can gain deeper insights into the speaker's underlying attitudes and the broader sociocultural and political context within the speech. In Speech 1, Paragraph 11, Speech 2, Paragraph 9, and Speech 15, Paragraph 4, the utterances: *Together, these three centers' expertise supports our shared goal of inclusive, quality education, as outlined in the Sustainable Development Goal*; *Teachers built the foundation of who I am as a Filipino in many ways*; and, *Over 28 million learners all over the Philippines. These, ladies and gentlemen, make my interest in the future of Philippine education a very personal matter. Filipino learners are NOT academically proficient*; depict and steer the concept of *education*. These mentions and repetitions of education emphasize that the Vice President highly considers and gives significance to inclusive education as a goal of the Department of Education. As the center and primary goal, the VP stresses this idea to all concerned individuals and interbranch departments of the government to gather and work hand in hand to achieve such a goal. In addition, the utterances and references of the following: *these three centers' expertise supports Teachers, ladies and gentlemen, and Filipino learners essentially confirm this vocation that everyone should be not just committedly involved* but also seriously participate in contributing to the goal of inclusive education. Hence, repetitive mentions of the individuals and precisely the concept of education may significantly influence the audience's perception of the topic and the individuals involved.

Filipino Values and Ideology

This is an awareness of the fundamental principles influencing Filipino social customs, worldview, and cultural identity. It offers an examination of how particular values are ingrained in Filipino culture and impact social interactions, communal life, and national identity.

Theme 1. On the Persistence of Family Ties. The Filipino value and ideology *On the Persistence of Family Ties* is one key component of how the Vice President visualizes her leadership and governance. These values were manifested in the following statements in the following speeches: Paragraph 17 in Speech 1 states *All the things we do are for God, country, and family* and repeated Paragraph 30 of Speech 7: *All the things we do, is for God, country and family.* Hence, Filipino families are well-versed in the idea that they all do for the glory of their family. Though significant changes and challenges may occur, the family is still the center and the primary reason for all their aspirations. In Paragraph 2 of Speech 6's statement: *You have achieved and brought honor not only for yourself and your family but also to your beloved city. But more than that, thousands of Filipino children and youth all over the country will be looking up to you with eyes full of admiration for what you have achieved academically*. It posits that establishing a clear and strong self-direction may lead to progress and development of the family as well. Henceforth, this portrays the importance of improving the self because it mirrors an improved family and society. The following sample text below is extracted from the corpora appended in this study to show how the Filipino value *On the Persistence of Family Ties* was revealed in the Vice President's speeches.

> You have achieved and brought honor not only for yourself and your family but also to your beloved city. But more than that, thousands of Filipino children and youth all over the country will be looking up to you with eyes full of admiration for what you have achieved academically. (P2, S6)

Theme 2. Desire to Raise the Standard of Living. Moreover, the Filipino value and ideology: *Desire to Raise the Standard of Living* was also evident in the Vice President's speeches. Paragraph 22 in Speech 4 states: *Moreover, education and literacy are crucial components of economic development and prosperity. A literate and educated workforce is more likely to have higher employment rates, increased productivity, and better job opportunities. It creates a foundation for innovation, entrepreneurship, and economic growth. By investing in education and promoting literacy, we are investing in the future*

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of our country, unlocking the potential of our people, and paving the way for sustainable development and prosperity. In conclusion, education, literacy, and national security are interconnected pillars that contribute to peace, development, and prosperity in a nation. It is our collective responsibility to support and contribute to these efforts. As educators, parents, communities, and civil society, we must work hand in hand with the government to prioritize education, promote literacy, and ensure a secure and peaceful environment for all. This statement supports the value *Desire to Raise the Standard of Living* since it transparently presents how literacy may improve one's way of learning. When learning is improved, the standard of living will improve as well. The desire to raise the standard of living of one's family is often seen as a repayment for one's gratitude to parents and relatives. This is seen more rarely as the value of economic and social betterment expressed as a desire for individual success or to make good in one's career, underscoring Filipinos' 'other orientation' or ideology. Hence, the Vice President emphasizes valuing and improving oneself in this speech. Self-improvement and development will also lead to a thriving family. Henceforth, the audience's perception of this idea provides a good window to a helping, supportive, and visionary leader. The following sample text below is extracted from the corpora appended in this study to show how the Filipino value *Desire to Raise the Standard of Living* was revealed in the Vice President's speeches.

> Headed by Secretary Leonor Magtolis Briones, DepEd adapted and implemented bold but necessary measures to provide filipino children accessible and quality education — ensuring that learning is unhampered and our learners are not left out — while also ensuring the economic welfare of our teachers and the non-teaching personnel working under the organization. P3 S22

DISCUSSIONS

Textual Structure of the Vice President's Speeches

Mann & Thompson's (1987) Rhetorical Structure Theory or RST was employed in the study and served as the framework for analyzing the text structure in the Vice President's speeches. It was revealed in this study that there were two nearby text sections in the Vice President's speeches, one as *the nucleus* and the other as *the satellite*. The nucleus represents the most important or central part of a text, while the satellite, on the other hand, provides supporting information or background information. The nucleus and satellite in the speeches are identified by employing the Canonical Orders of Spans: (1) *Satellite Before Nucleus* and (2) *Nucleus Before Satellite* (Mann & Thompson,1987).

Canonical Order Strategy

Based on the results of the analysis, the text structure of the speeches are identified through the strategies employing Canonical Order of Spans: (1) Nucleus Before Satellite through elaboration, enablement, evidence, purpose, and restatement and (2) Satellite Before Nucleus through antithesis, background, concessive, conditional, justify, and solutionhood.

Conclusively, the RST as a descriptive framework of an informational text, in this manner, for the Vice President's speeches, portrays the text organization and structure, allowing the speaker to have sequences and patterns to organize the information it presents to the audience. This framework identifies the hierarchic structure in the text, which describes the relations between text parts in functional terms. The topic or subject part, supporting statements, and elaborated details are specifically constructed to create logical unity and coherence in the text (Mann & Thompson, 2009). Therefore, the textual structure of the speeches provides coherence and quality of being logical and consistent in forming unified whole sentences in the paragraphs of the speech. Hence, the logical order of the text, which provides coherence, creates the Vice President's socio-cultural values and ideology for its audience views.

Textual Relation Classification

Textual Relation Classification is a discourse analysis procedure that identifies and categorizes logical or semantic relationships and links between textual elements such as sentences or clauses. These relationships assist in organizing a text, making it coherent and meaningful to the reader. Textual Relation Classification enables us to grasp how concepts are connected inside a text, which is critical for language comprehension and processing.

Presentational Relations. Based on this study's analysis, the following presentational relations are present and evident in the speeches: *Evidence, Justify, Enablement, Concession, Antithesis, Evidence and justify, Background, and Motivation*. Textual presentational relations in speeches refer to how a speaker arranges and structures their message to improve contact with the audience. It substantially impacts how successfully a message is transmitted to an audience. The presentational relation as a textual relation classification intends to increase the reader's inclination. It describes how a rhetorical or structural relationship in a text or conversation is intended to influence the reader's or audience's attitude, perspective, or predisposition toward a specific concept, action, or viewpoint. The present study's findings revealed that structuring information, using linguistic strategies, and considering audience expectations are critical to a speech's success.

Subject matter relation. Based on the study's analysis, the following subject matter relations are present and evident in the speeches: *Purpose and Circumstance*. Subject matter as a textual relation has the intended effect of readers recognizing the relation in question. Subject matter textual relations in speeches refer to how speakers create and connect the content of their message to the audience's expectations and knowledge. It concerns how the speech's topic is presented, developed, and supported using arguments, examples, and explanations. In essence, this relation contributes to the consistency of the speech's theme, directing the listener from one issue to the next in a meaningful and effective manner. Subject matter textual relation in speeches is essential for structuring content in a meaningful, coherent, and engaging way for the audience.

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Evaluative Language in the Vice President Speeches

This study's analysis shows that evaluative language is present and evident in speeches. Since evaluative strategies; *Nomination, Predication, Thematization, Stylization, Topical Segmentation, Completeness of the Sentence* were employed in the Vice President's speeches, Filipino values and ideology were revealed in the twenty-two speeches. In the twenty-two speeches of the Vice President, evaluative language was realized through Prihodko et al.'s (2020) claim that an evaluative stance refers to the speaker's subjective attitude or assessment toward a specific topic, entity, or action. The primary focus of Prihodko et al.'s study is to investigate how speakers employ evaluative language to establish their own and others' positions within a specific evaluative stance during conversations. This entails comprehending the methods by which speakers convey their attitudes on a subject and how those attitudes affect both the interaction and the perception of the issue at hand.). Vice President's stance detection is seen as a textual entailment task because the stance is inferred from what is present in the text, such as the author dislikes, likes, or plans (Kiesling, 2009). Therefore, the stance of the Vice President is to provide good leadership that enthusiastically and positively functions and works according to its governmental mandate.

Strategies of Evaluative Stance

The results of the analysis revealed the following evaluative strategies: 1) nomination (creation of propositive names of events); 2) predication (correlation of propositive names with reality); 3) thematization (the binding of propositive meanings into a single whole); 4) stylization (selection of linguistic means supplying the discourse with necessary connotations in specific conditions of communication); 5) topical segmentation; 6) completeness of the sentence or other element of the discourse in the text continuum. Strategies of Evaluative Stance emphasize communicative phenomenon that includes, in addition to linguistic, extralinguistic factors, namely, knowledge about the world, sociocultural characteristics, opinions, and people's intentions, which is necessary to create an evaluative influence.

Filipino Values and Ideology in the Vice President Speeches

The Filipino values embedded in the Vice President's speeches are the *Persistence of Family Ties* and *Desire to Raise the Standard of Living.* Evidently, in the twenty-two speeches, Filipino values are realized by the textual structure and evaluative language in the speeches. Firstly, the textual structure of the speeches has the nucleus and satellite adjacent parts of the speech providing the subject matter, topic, or situation of the speech, supporting details, and elaboration of these topics. In contrast, the evaluative language strategies realize the evaluative language of the Vice President's speeches.

Hence, Miralao's views on Filipino values and ideology are depicted in the Vice President's speeches, where speeches were used as potent persuasion tools, and their impact is based not only on the facts or logic provided but also on the values and beliefs it conveys. When a speaker incorporates values and ideology into their speech, they appeal to the audience's values and belief systems, influencing how individuals think and how they feel, identify, and behave. The speaker can tap into the audience's pre-existing values, views, and feelings by embedding these values and ideological indications. This makes the speech more impactful since individuals are more willing to support messages that align with their worldviews. Thus, ideology connects the speaker and listener, allowing for more profound values and emotional and intellectual connection.

Theory Confirmation

The study utilized Mann & Thompson's Rhetorical Structure Theory (RST) to analyze the Vice President's speeches, focusing on text organization, coherence, and logical progression. This framework aided in the enhancement of clarity by prioritizing main arguments, ensuring audience engagement, and facilitating understanding through well-structured relations of ideas within the speeches.

Likewise, the study delved into the application of evaluative language strategies in the speeches of a Vice President, drawing from the work by Prihodko et al. (2020). The framework emphasizes the significance of these strategies in shaping audience perception and emotional response during speeches. Evaluative language strategies addressed the evaluative meaning of the Vice President's speeches, which include the Nomination Strategy, which highlights how the choice of subjects during discussions influences evaluative language. This strategy underscores the importance of negotiation and framing in the communicative process. Relatedly, the Predication Strategy facilitates the construction of perceptions, guiding how audiences emotionally react to topics through careful framing. Meanwhile, the Thematization Strategy focuses on organizing themes within speeches and its profound impact on how language evaluations are presented. By prioritizing certain elements in their discourse, speakers can subtly modify listener focus and encourage specific interpretations. This strategy is complemented by the Stylization Strategy, which pertains to tone, style, and register that enriches evaluations, showcasing the intricate relationship between the form of expression and the substance of opinions conveyed in the speeches.

Further, the study also employed the Topical Segmentation Strategy, which helped in categorizing and segmenting speech content, allowing for a clearer expression of complex evaluations. This segmentation leads to improved structure and ensures that all pertinent aspects of a topic of the speeches are covered comprehensively. Lastly, the Completeness of the Sentence Strategy aids in accentuating the role of sentence structure in effective speech. Complete statements convey authority and clarity, while incomplete sentences may imply ambiguity or uncertainty, influencing the audience's understanding and interpretation of the message.

Furthermore, the results and findings of the present study confirm the findings of Miralao's work, which emphasizes that speeches

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resonate by aligning with the audience's values, enhancing emotional connections, and influencing beliefs and ideologies.

Concluding Remarks

This research analyzed the Vice President's speeches' textual organization and evaluative language to reveal the sociocultural values and ideology. More specifically, the canonical order of spans and evaluative language strategies were utilized to reveal hidden values and ideology. At the same time, the vice president's speeches mechanized the core and satellite portions of the textual structure. Being aware of and cognizant of the many discourse tools is crucial for us as community members because they are essential components of critical thinking, a potent tool against narrow-minded, limited-sighted mindsets that shape opinion and decision-making. In this endeavor, my route was not an easy one. I encountered many challenges during my journey. First and foremost, the data I had to gather and examine for this project challenged me. To achieve my goals, I invested the time, effort, and energy to research it and carefully apply the conclusions to my talks. This study also helped me to see how powerful language is as a tool for advancing particular sociocultural beliefs. In the same vein, I believe CDA can help us develop our critical thinking abilities, enabling us to assess the ideas presented to us and remember to take everything we read or hear critically. Critical thinking would enable us to see biased and judgmental discourses and act against injustice and power disparities that could be reflected in political utterances.

Finally, this experience taught me the value of hard work and perseverance and the intellectual advancement it afforded me. I came to see that success requires more than just academic aptitude; one also needs perseverance, patience, and humility to get past all the challenges that come with it. I learned new things from my journey, but above all, I learned wisdom. As my favorite philosopher once stated., *"The only true wisdom is in knowing you know little or nothing."*

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