

Persuasive Strategies in Presidential Spokesperson Atty. Harry Roque Jr.'s Speeches: A Discourse Analysis

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Abstract

Persuasion is an essential skill in communication to convince people by using persuasive strategies as effective tools. This Descriptive Qualitative study utilizing Discourse Analysis (DA) and Gorys Keraf's Theory of Persuasion (2014) aimed to identify the persuasive strategies of Presidential Spokesperson Atty. Harry Roque Jr. as described by his manner in defending President Rodrigo Duterte from controversies. The transcripts of Roque's speeches from the 15 videos downloaded from Youtube contained sentences/words/phrases which were used as the unit of analysis to identify, analyze and explain the persuasive strategies present in his utterances. Results showed Roque employed 7 persuasive strategies in his speeches, namely: Suggestion, Rationalization, Identification, Projection, Displacement, Compensation and Conformity. Roque utilized these strategies through the following manners used: Directives (Suggestion); Logos (Rationalization); Audience/Situation Recognition (Identification); Attacks and Social Proof (Projection); Scapegoats (Displacement); Substitution (Compensation); and Pathos (Conformity).

Keywords: Discourse Analysis, Philippines, Persuasion, Persuasive Strategies, Harry Roque Jr.

Introduction

In the world of politics, persuasive strategies are utilized in the communication process to influence, convince, justify or negate people. Communication is one of the key foundations of politics since it employs language in many forms at various levels of communication such as speeches, arguments, press releases, pamphlets, advertisements, and manifestos (Kameswari and Mamidi, 2018). In this kind of discourse in politics, language is used in a form of utterances as an instrument to deliver its communicative intention through persuasive strategies.

Political discourse may be seen as a deliberate interaction between the speaker and the audience in which the speaker's communicative objective is to convince the audience to adopt his or her ideas and support his or her suggestions (Darweesh & Mehdi, 2019). The ability of a political speaker to convince effectively through language and communication affects people's judgment and decisions.

In this case, language plays its role, especially for a presidential spokesperson who speaks for the president. A political discourse of a presidential spokesperson happens with the help of language and effective communication to achieve his goal to influence and convince people. Shabrina (2016) explained that individuals need tactics to influence and convince their interlocutors. With this, the presidential spokesperson employs methods such as persuasion

strategies to make his communication effective to do his job on saving the president from controversial issues. Persuasion is a verbal method that seeks to convince a person to do what the speaker says now or in the future (Keraf, 2004).

In the Philippines, several controversies arise against President Rodrigo Roa Duterte. Nevertheless, Atty. Harry Roque Jr., the official spokesperson of the President is always on the president's side to do his job on defending his boss. It can be recalled that President Duterte made intriguing and unconventional rape jokes and derogatory remarks on women, which Roque would quickly call as jokes (Ranada, 2018). In his televised speeches, Duterte ordered the rebels to shoot women in the vagina (Regencia, 2018) but Palace attempts to portray Duterte as a champion of women's rights, though (Ranada, 2020).

There is always a presidential spokesperson, like Roque, who can always justify and defend the president. Indeed, politicians may use political speech to instill their thoughts and ideas in the minds of the public, therefore convincing them to believe whatever they choose (Bayram, 2010; Bello, 2013; Jones & Peccei, 2004; Matic 2012 in Shakoury, 2018).

The persuasion skills of Roque and his own style of discourse are relevant as a subject of a study in a Discourse Analysis as they stretch explanation on how Roque justifies and saves Duterte. Discourse Analysis is concerned with written, spoken and context discourse that is designed to persuade individuals to

alter their attitudes and take action by creating supports to persuade them that the position is real and legitimate (Renkema, 1993 as cited by Rizka, 2016).

Speech analysts have devoted considerable attention to the complexity of political discourse. In the study conducted by Jensen et al. (2016), it was found out that Hillary R. Clinton's campaign discourses are largely aimed to establish a narrative of herself as President of the United States of America, and that she also challenges the historical perspective of the American president with regard to gender. Meanwhile, Gatcho (2020) revealed that Duterte manipulates language to portray a positive image of himself and a negative image of others, legitimizing his authority while delegitimizing those who oppose him.

Recognizing the importance of persuasive strategies in English Language Learning (ELL) especially on learning effective communication skills, the researcher finds it necessary to conduct a study on identifying the employed persuasive strategies of Roque on his speeches to help political speech writers and public speakers build confidence on achieving effective writing and speaking skills.

Political speeches of the presidents have all been given some attention; however, the speeches of presidential spokespersons have never been specific subject of study. The researcher pursued this study to offer a linguistic analysis that would shed light on the extent to which language is utilized in political discourse. Specifically, this paper would examine and criticize the language of Presidential Spokesperson Harry Roque in order to determine and describe the persuasive strategies in his speeches as he defends the president from any controversies.

Research Questions

This study aimed to provide a linguistic analysis of the speeches of Atty. Harry Roque Jr. Specifically, this study sought answers to the following questions:

1. What are the persuasive strategies of Harry Roque in his speeches?
2. How are the persuasive strategies used in Harry Roque's speeches?

Literature Review

Persuasion and Persuasive Strategies

Persuasive strategies become an integral aspect of

human's life as most people utilize them as part of their communication to convince other people without violence or coercion. Also, Persuasion has become a crucial part of everyday life for humans. Persuasion is a technique used by people to persuade or persuade others to believe in them. Etymologically, the word persuasion is taken from the Latin word *persuasio*, which denotes to persuade, —persuasive (adj)" (Palapah in Sunarjo, 1983 and Shabrina, 2016).

Perloff (2003) defined persuasion as a symbolic process in which communicators attempt to convince others to change their ideas or behaviors on an issue via the transmission of a message in a free-choice environment. The objective of persuasion is to accomplish "the intention, act, and impact of influencing an audience's thinking" (Charteris-Black, 2011). Persuasion may take place in a number of ways, both orally and nonverbally—that is, written or spoken, on television, radio, or in the newspaper (Salih & Dawd, 2020).

According to Zollo (2014), the history of persuasion and its study dates back to ancient times. Aristotle created the first scientific method to persuasion and identified its scientific components. Since ancient times, persuasion has been researched and analyzed. Aristotle created the first scientific technique of persuasion and recognized its scientific elements. Persuasion, he claims, is founded on three principles articulated by the Greek philosopher Aristotle and employed as persuasive methods for thousands of years: *ethos* refers to the communicator's personality; *pathos* refers to the audience's emotional condition; and *logos* refers to the messaging arguments (cited in Salih & Dawd, 2020). Moreover, they categorized the three as follows:

Ethos

The term "ethos" refers to a speaker's believability. Speakers develop ethos by seeming knowledgeable, trustworthy, and dynamic; sharing their qualifications and/or relevant personal experience; giving an argument that is balanced and non-coercive; and quoting reputable sources; use proper terminology and grammar; being considered likable; as well as conveying the message effectively.

Logos

An argument's logic and reasoning are referred to as *logos*. Speakers use *logos* to support their arguments by presenting factual, objective information; presenting a sufficient number of relevant examples to

support a proposition; deriving conclusions from known data; and employing credible supporting evidence such as expert testimony, definitions, statistics, and literal or historical analogies.

Pathos

The activation of emotion via words is referred to as pathos. Speakers utilize figurative language such as metaphor, simile, and personification, as well as vocal variety, rhythm, and repetition, to elicit pathos.

On the other hand, Keraf (2004) stressed that Persuasion is a verbal art in which the speaker attempts to persuade someone to do something that is acceptable for the speaker's goal at the time. Therefore, persuasion is a skill that enables the speaker to influence and persuade people's choice. Persuasion clearly refers to efforts to influence individuals by asking them to follow what the persuaders say without compulsion (Sitanggang, 2019). Moreover, persuasion comes with persuasive strategies in all forms of communication. These persuasive strategies are essential to deliver persuasions whether to justify or sway other people.

Nurrosyidah and Shabrina (2016) argued that persuasive strategies are an essential part of communication. Persuasion strategies are essential elements that may aid in achieving the aim of persuasion. Persuasion is a difficult talent to learn in order to advise, encourage, or persuade people. Persuading someone to believe in anything requires a good method of persuasion. Leonne (2004) defined persuasive as the skill of persuading someone to do something by advising, encouraging, or convincing them.

Keraf's Seven (7) Persuasive Strategies

Keraf (2004) postulated that persuasive strategies may be categorized into seven categories: rationalization, identification, suggestion, conformity, compensation, displacement, and projection.

Rationalization

Rationalization is the act of employing the intellect to rationalize particular issues (Keraf, 2004 as cited in Sari et al., 2019). To rationalize is to make sense. This concentrates on the speaker's words. The speaker will need to make assertions that the audience can accept logically with this method. Rationalization demonstrates something by presenting a logical argument or rationale that is acceptable by logic (Sari et al., 2019).

Rationalization is a persuasive strategy where the mind is utilized to present a principle of societal justification to an issue when the principle or rationale is not the actual cause of the issue (Sitanggang, 2019). Simply said, this method may be utilized to provide a reasonable explanation or justification for a certain situation in order to persuade the audience (Nasruddin, 2016).

Identification

Identification means that the speaker should be fully aware of the audience and the situation (Keraf, 2004 as cited in Sari et al., 2019). The term "identification" refers to the ability to recognize a situation. The speaker should be aware of the listener and the situation. The speaker should have a thorough understanding of the audience and the situation. Whether they are adults, children, or teenagers, they identify their occupation as teacher, student, or businessperson, and they also recognize their religion, which includes Islam, Christianity, Hinduism, Buddha, and others (Sari et al., 2019). Persuasion attempts to avoid conflict situations and skepticism, and by identifying viewers with their situations, this persuasion will run smoothly (Sitanggang, 2019).

Suggestion

In Suggestion Strategy, the speaker may readily impact the audience by employing fascinating utterances combined with a compelling voice (Keraf, 2004 as cited in Sari et al., 2019). The goal of a suggestion is to solve a problem. Typically, the persuader will make recommendations using words and tone, in the hopes of eliciting an intention from the listeners (Sari et al., 2019).

Sitanggang (2019) emphasized that these words will appear in suggestions: how about..., what about..., you should..., let's..., why don't you..., shall we..., hope you'll enjoy it, make, purchase, try, love, like, save..., and other terms that draw the listeners' attention.

Conformity

Conformity is the goal or behavior of making something like another (Keraf, 2004 as cited in Sari et al., 2019). In speech, it is the speaker's style of thinking about how to adapt or change an event or the audience's reaction to a remark. Occasionally, the speaker will make a similar comment in response to something that has occurred or a well-known truth (Sari et al., 2019).

This conformity approach will be used more to

persuade individuals that the speaker's message is appropriate for both the speaker and the listener as one organism (Sitanggang, 2019).

Compensation

Compensation is crucial for persuasion. Compensation is the process of finding a suitable substitute for an undesirable item. It implies that Compensation involves making a change and finding a suitable substitute for something that is unacceptable (Keraf, 2004 as cited in Sari et al., 2019 and Sitanggang, 2019). It happens when a person is frustrated by an action or a scenario. This circumstance develops from the speaker's interaction with the listener or audience (Sari et al., 2019).

Projection

Projection is making something stand out more and to be the object (Keraf, 2004 as cited in Sari et al., 2019). In this situation, individuals will display or establish their character and attitude toward others, followed by a demonstration of the negative character of others. In this method, the speaker will utilize persuasive language to prove the validity of a claim by providing facts and past occurrences (Sari et al., 2020).

Displacement

Displacement is a method of attempting to dispense with a purpose or a subject that is obstructed, or with the aim of displacing feelings of initial animosity or, in rare cases, emotion of original attachment. It might be the abhorrence or the fondness that started it all. The speaker creates a link between the statement and the fact by comparing it to the fact and relevant proof. Then persuade the audience that the assertion is correct (Sari et al., 2020). Displacement is an effort to divert the mind's attention away from an emotion and onto a different thing (Sitanggang, 2019). Furthermore, numerous expressions, such as "unlike" or other words that reflect inequality, may be used as examples (Nasruddin, 2016).

Discourse Analysis

Paltridge (2012) elucidated that discourse analysis investigates language patterns across texts and the link between language and its social and cultural surroundings. He also stated that DA is concerned with the ways in which language is used to present different worldviews and understandings. Harris (1952) as cited by Osisanwo (2015) emphasized that Discourse analysis is a technique for evaluating related speech or

writing and for extending descriptive linguistics beyond a single phrase. In Discourse Analysis, meanings are not acquired in the sentence surface level rather through deeper understanding and analysis.

Drid (2010) pointed out that DA is defined as the study of language use beyond sentences. Schiffrin (1994) as cited in Drid (2010) elucidated that discourse is just a more advanced level of the hierarchy: morpheme, clause and sentence (as stated originally by Zellig Harris in his first reference to DA); She also said that the purpose of DA is to portray the basic structural relationships that connect discourse units: to show formal connectedness. According to Drid (2010), discourse analysis is, by definition, the study of language in use; hence, it cannot be reduced to the description of linguistic forms without consideration to the goals or purposes that these forms are meant to serve in human affairs (Brown and Yule, 1983).

Context, also called linguistic context, plays an important role in identifying the language function in a specific discourse. In all of its techniques, discourse analysis is concerned with the function of language, the structure of texts, and the interaction between text and context (Fasold, 2006). In order to discover the global structure of naturally occurring lengths of spoken or written language, discourse analysts examine language fragments in the settings in which they are utilized. Contexts generate meanings that are unique to the topic at hand.

In Political Discourse, Wilson (2001) described it as a language used in formal and informal political situations by political actors such as politicians, political institutions, government, political media, and political supporters to accomplish political goals (Moreno, 2008). In this perspective, politicians are a group of individuals who are compensated for their (political) actions and who are elected or appointed (or self-designated) as the major players of the political system (van Dijk, 2001).

Political discourse is distinct from other forms of conversation because it is purposeful, functional, directed at a particular audience, well-organized, and rich in figurative language, i.e., metaphors and similes. It differs from other forms of speech in that it consists of written or spoken language, verbal or nonverbal, employed in politics to manipulate the emotions of the audience in order to affect their ideas and attitudes (Al-Faki, 2014). In the meantime, Bayley (2008) clarified that policy papers, ministerial speeches, government press releases or press conferences, legislative discourse, party manifestos (or platforms),

election speeches, and other types of political discourse represent a wide variety of discourses, genres, or registers.

Duterte's Controversies and Roque's Defense

President Rodrigo Duterte became the Philippine President in June 2016. During his term, President Duterte has become controversial because of his inflammatory statements.

The rhetoric of President Duterte has constantly been questioned. After prior tirades against priests and the "hypocrisy" of the Church, the top of the list is when he insulted God and called Him "stupid" for the concept of "original sin" in the Bible's creation story (Ranada, 2018). Roque claimed in an interview with GMA-7 that the President was only being truthful about his personal beliefs and that he has the liberty to do so (Ranada, 2018).

Additionally, President Duterte has been criticized for his "sexist and misogynistic remarks." As they concluded a status briefing on the aftermath of Typhoon Ulysses (Vamco) in the Bicol area, Duterte and other national and local authorities made jokes about being "undersexed" and having "too many women" (Rappler.com). Roque supported Duterte's recent comments on red-tagging university students and the sexist jokes he made at a disaster meeting (Nakpil, 2020). Roque said that they should not pay too much attention to what the president says since the southern standard for what is objectionable and what is not offensive is more liberal. In addition, women's rights groups criticized Duterte for his comment that rape is inevitable so long as there are beautiful women. According to Roque, Duterte is not sexist since he has appointed several women to significant positions in his government (Villamor, 2018). The President has a history of making sexist or misogynistic remarks, particularly against women who have opposed his policies. Roque defended Duterte, stating that he does not despise women despite his harsh comments about them (Panti, 2021). Prof. Maria Ela Atienza of the Department of Political Science at the University of the Philippines (UP) said that Duterte is not a good communicator due to his assertions being very generic, ambiguous, and unsupported by facts (Dela Peña, 2021). Duterte's recommendation that the public use gaas (kerosene) as a disinfectant to prevent the coronavirus sickness 2019 (COVID-19) was not a joke, although he did so while cracking jokes (Esguerra, 2020). Roque was surprised that Filipinos continue to find the President's sense of humor puzzling (Ranada, 2020). Roque feels that despite

criticisms regarding Duterte's language, Duterte remains the country's best communicator (Lalu, 2021). Harry Roque praised his boss as the "greatest communicator" despite the fact that Duterte's speech is often littered with expletives and unfinished phrases (Dela Peña, 2021).

Furthermore, Duterte's harsh words have also been a source of controversy. After police searches in four provinces south of Manila resulted in the deaths of nine activists, including an environmentalist and the coordinator of the left-wing organization Bagong Alyansang Makabayan, Duterte ordered police and the military to "ignore human rights" in their pursuit of communist insurgents (Punzalan, 2021). Roque supported President Duterte's command to the military to shoot and kill armed rebels during a conflict, arguing that such orders are permissible under international humanitarian law. Roque said that the government would review the deaths of nine individuals in a series of security operations aimed at suspected communist militants, but defended the use of deadly force when necessary (Araneta et al., 2021). On the other hand, Duterte reprimanded the leaders for going public before giving the administration a chance to answer their concerns. In addition, he encouraged healthcare professionals to initiate a revolution if they feel it would solve the problems caused by the COVID-19 epidemic. Roque supported Duterte's rants against the COVID-19 medical leaders, claiming that the medical community should have awaited a response from the government before seeking "publicity" (Esguerra, 2020). Roque informed the press that the President has always been this way, and that the people have embraced him, and that he will not change just to please certain people in society (Ranada, 2020).

Methodology

Research Design

This study employed a descriptive qualitative method utilizing a discourse analysis (DA). A Descriptive Qualitative Method was used to identify and describe the persuasive strategies used by Roque on his speeches by examining and analyzing the data, which are in the form of utterances extracted from the transcripts, containing linguistic units like words, phrases, clauses, or sentences that did not undergo any statistical analysis.

Qualitative research elucidates the human aspect of a problem, such as people's frequently inconsistent



actions, ideas, views, feelings, and relationships (Pope & Mays, 2000 as cited by Lumabao, 2018). Thus, this study included the researcher’s side through his critical analysis to suffice the discussion of the results. This means that this research involved the researcher’s mediation with the data as he provided analysis and discussion. Creswell (1994) affirmed that rather than interviews, machines, or questionnaires, the data is mediated by this human instrument.

Discourse Analysis focuses on how language is utilized in a certain situation (Brown and Yule, 1983 as cited in Abbas, 2018; Sari, 2018; and Fauzan, 2013). In this study, Discourse Analysis was utilized to examine the data in order to identify and understand how persuasive strategies were utilized in a particular discourse. By identifying the persuasive strategies, this study shed light on Roque’s utilization of persuasive strategies, which were discussed and analyzed thoroughly by describing how were these being used in a specific discourse and context. The transcripts of the videos of the speeches of Harry Roque where he defended President Duterte from controversial issues were the central context of the discourse. Every video contained a discourse that focused on Roque’s strategy on defending, saving and justifying President Duterte. The researcher examined the transcripts of Roque’s speeches and identified and explained the persuasive strategies using Gorys Keraf’s Theory of Persuasion (2004).

Research Corpora

This study utilized 15 downloaded videos containing the speeches of Roque from Youtube. Lumabao (2018) revealed that research increasingly makes use of previously downloaded videos as data. There was no contribution from participants rather videos will be used as research materials. The use of videos as the research corpora, such as the study of Lumabao (2018) which utilized the downloaded videos of Fliptop Battles from Youtube as the research materials of his study, has become a trend for Discourse Analysis. This only affirmed that videos from Youtube can serve as the research corpora.

The 15 videos contained speeches of Harry Roque in response to President Rodrigo Duterte’s controversial issues to defend and justify the President. These videos were taken from October 2017 to October 2018 and April 2020 to November 2021- the terms where Roque served as President Duterte’s Presidential Spokesperson. Clark and Braun (2013) posited that secondary sources for qualitative research are encouraged to have 10–100 materials. As affirmed by

Lumabao (2018), the 15 videos will suffice for qualitative research since they satisfy the inclusion criteria. With this, the 15 downloaded videos that provided the researcher with 15 full transcripts of each video were enough as it met the number of materials sufficient enough as the research corpora for qualitative research.

The 15 videos were carefully selected since the interviews must contain a discourse of Roque where he defended President Duterte from issues. These issues were attacks on the president after the derogatory remarks, comments and actions he made. Also, the speeches covered Roque’s defense from the questions of the media thrown during his interviews and press conferences as his justification to certain issues. The videos were taken from the following websites presented in table 1.

Videos of Harry Roque delivering speeches taken from Youtube

Codes	Speeches/Interviews	Sources
RS1	Palace: Calling God 'stupid' is Duterte's 'personal belief'	https://youtu.be/SFHG8S849pw
RS2	Roque defends Duterte 'kill, kill, kill' order	https://youtu.be/1WdrOgp3bs
RS3	Palace defends Duterte's 'sex joke' during typhoon Speech	https://youtu.be/k1SSKdkaM8s
RS4	'Crab Mentality': Roque blasts critics after Duterte Birthday goes viral	https://youtu.be/OgK8aYZStkQ
RS5	Roque: Duterte's rape jokes are without malice	https://youtu.be/Foa8uXPeoQE
RS6	Nothing wrong with Duterte remarks on vaccination, he's 'best communicator' — Roque	https://www.youtube.com/watch?v=T_fCyFYQFp8t=7s
RS7	Palace defends Duterte's 'not a big deal' remark on pandemic	https://youtu.be/pjDXcBxUagIU
RS8	Joke only: Palace says Duterte's advice to clean mask with gasoline was just a joke	https://youtu.be/zXwGC112Ak
RS9	Palace defends Duterte's rape joke on Davao City Women	https://youtu.be/fBc337RpROA
RS10	Palace defends gov't deals with Pharmacy_ It's about capability to deliver quality, cheap PPE - ANC	https://www.youtube.com/watch?v=BTsF5SRVsg
RS11	Palace defends Duterte rants vs frontliners_ Health workers sought publicity first	https://www.youtube.com/watch?v=u8hmkwSnd0M&t=16s
RS12	Roque on Duterte COA outburst_ Auditors can take it	https://www.youtube.com/watch?v=znG1_n0qtk8t=32s
RS13	Roque defends Duterte after backing out on debate against Carpio	https://www.youtube.com/watch?v=TgSAZ9jd58&t=15s
RS14	No apologies: Roque says Duterte's rant vs Robredo 'justified'	https://www.youtube.com/watch?v=7FfR4J1Jcuo
RS15	Roque - Duterte does not despise women, despite harsh words	https://www.youtube.com/watch?v=Sxj5LUzNjw

Data Gathering Procedures

In order to gather pertinent data needed to identify the persuasive strategies employed by Harry Roque on his speeches, the following steps were followed:

First, the researcher collected videos of Roque’s speeches and interviews. Afterwards, he downloaded the needed videos. These videos were carefully selected first as they should contain Roque’s utterances defending the president from controversies. These videos were taken from Youtube. Second, the researcher listened to the downloaded videos and transcribed the utterances. Third, the researcher examined the data and chose the words/phrases/sentences that were helpful in answering the research questions. The researcher selected the words/phrases/sentences from the transcripts that potentially contained persuasive strategies as identified by Keraf (2004) such as

rationalization, identification, suggestion, conformity, compensation, projection, and displacement to find out the types of persuasive strategies that Roque employed in his speeches.

To ensure validity, clarity and correctness, the researcher listened to the recorded interview several times as he transcribed the information verbatimly and thoroughly.

After the transcription, the researcher translated the transcripts so non-English speakers could understand the transcripts as well as the data presentation and discussion. The translations underwent validation from a professional who has a PhD in language-related course. The researcher analyzed and interpreted the data based on the original transcripts not on the translated ones

Results and Discussion

Persuasive Strategies Used by Atty. Roque Jr. in his speeches

The table 1 (*please see appendix 1*) shows the persuasive strategies used by Atty. Roque Jr. in his speeches. Each utterance is potentially comprising a specific strategy from his speeches represented by its respective code.

As can be seen from the table, Roque utilizes 7 persuasive strategies, namely: Suggestion (RS1, RS6, RS3 and RS11), Rationalization (RS2, RS6 and RS8), Identification (RS3, RS8 and RS9), Projection (RS4, RS15, RS12 and RS14), Displacement (RS7, RS5 and RS13), Compensation (RS10, RS12 and RS15) and Conformity (RS1 and RS8). This is in accordance with the statement of Keraf (2004) who postulated that there are 7 persuasive strategies. Roque utilized these strategies in order to save President Duterte from controversies by influencing people through persuasion. As affirmed by Shabrina (2016), individuals need tactics to convince their interlocutors.

The first persuasive strategy is Suggestion. It is a persuasion method where a speaker will make recommendations using words and tone in the hopes of eliciting an intention from the listeners (Sari et al., 2019). Roque employed Suggestion as his persuasive strategy in his utterances in RS1, RS3, RS6 and RS11, where recommendations were highlighted as his tactic. Specifically, Suggestion Strategy can be identified through this utterance which emphasized the phrase “*sigoro po panahon na na buksan ng simbahang*

katolika ... (maybe it is time for the Catholic Church...)” which implies that Roque was proposing “*na buksan ng simbahang katolika ang mga biktima ng pagmomolestya ng mga kabataan sila* (to open up for the victims of youth molestation)” to the public. Roque intended the public through his proposal to open up for the victims of youth molestation; thus, utilizing Suggestion Strategy.

The use of the word “let’s” which connotes that Roque was convincing people with his call to “let us not read...” entails the use of Suggestion. Roque intended the public through his call not to read anything beyond the fact. Similarly, Roque used the phrase “*At ang pakiusap po natin... (And our request)*” to appeal his request to the people not to “*magbabaling ng pula sa ating Presidente* (pin the blame on the President)”. Roque intended the public through a request not to pin the blame on the President. Lastly, the utterance “*Sana binigyan naman siya ng pagkakataon...* (I hope he was given the chance...)” manifests that Roque requested to the people to give Duterte a chance. Another utterance saying that the public should have let Duterte receive and read the letter first before seeking a publicity reveals that Roque did not use justification to reinforce the President, but he made a proposal, call, request and wish instead to encourage his audience with his call for action. Putro (2017) affirmed that this strategy is typically used to inspire people’s thoughts. Therefore, the utterances RS1, RS3, RS6 and RS11 depicts Suggestion Strategy.

The second strategy is Rationalization. It is the act of employing the intellect to rationalize a particular issue by providing assertions that the audience can accept logically (Keraf, 2004 as cited by Sari et al., 2019). Roque employed Rationalization as his persuasive strategy in RS2, RS6 and RS8. Roque used the phrase “*kung meron talagang military necessity sa pagpatay* (if there is really a military necessity to kill)” and “So under IHL (International Humanitarian Law)” to justify the act of killing. In this case, Roque established validation by citing the IHL in order to defend his statement. Citing a reliable source such as the IHL is a justification that makes this a kind of Rationalization.

Moreover, the utterance “*At kung paniniwalaan po natin ang mga surveys* (And if we will believe in surveys)” makes it a kind of Rationalization. Roque proved that President Duterte remained the best President by saying “Surveys” to convince the public to believe him. “Surveys” serves as the justification of this utterance. Similarly, Roque asked, “Why are we

going to wash with gasoline?” is an utterance that manifests Rationalization. He used a logical question in a form of a question to justify that President Duterte’s remark was only a joke. The reasons uttered by the speaker become the defense to support his claim (Putro, 2017). When Roque pointed out the explanations of his claims by citing a reliable source, survey and logical questions, they become the justification to convince his audience. Therefore, the utterances RS2, RS6 and RS8 depict Rationalization Strategy.

Third is Identification Strategy. It refers to the ability to recognize the audience and situation to avoid conflict situations (Keraf, 2004 as cited by Sari et al., 2019). Roque employed Identification as his persuasive strategy from his utterances in RS3, RS8 and RS9. Roque used the terms “*ugali na ng Pilipino* (Filipino character)” to make his audience in which majority are Filipinos, accept the circumstance. Roque addressed his message to Filipinos their qualities as resilient. One indicator of being resilient is the ability to lighten up the problems that challenge them. Being identified as persons with the Filipino character, that statement “*bagamat marami tayong pagsubok e sinusubukan pa rin natin na i-lighten yung ating mga problema* (even though we have encountered many trials, we still try to lighten our problems)” allowed Roque to persuade his audience that President Duterte was only joking and trying to lighten up the mood in the time of crisis in Cagayan and Naga. The conflict situation in the context which is joking in a challenging time was not appropriate was avoided in this particular utterance when Roque identified the audience with a Filipino character which is remaining steadfast in times of crisis. With this, Roque used Identification Strategy to avoid that said conflict situation.

Similarly, Roque identified his audience as Filipinos and majority are poor Filipinos. That is why he used the terms “*Pilipino*” (Filipino) and “*mahirap*” (Poor). By identifying his audience, he convinced the majority that washing hands with gasoline was just a joke and wearing mask is more effective.

Roque said that the President wanted to distribute free masks for the poor to convince them by indirectly implying that wearing masks was effective instead. In this way, the conflict situation which was telling the Filipinos of wrong way to disinfect was avoided by convincing his audience that after all, Duterte was concerned about the Filipinos, especially to the poor Filipinos so he wanted to distribute free mask.

Another manifestation in the use of Identification Strategy by Roque is the statement “don’t really take things as seriously as the people in Luzon”. With this particular utterance, his defense is to identify his audience as “people in Luzon” who take things seriously than people in the South, pointing out that Duterte was not taking things seriously as he was talking to the people from the South. By identifying his audience from Luzon, he convinced them that Duterte’s remark was just a joke. For a persuader to know to whom he is speaking and to whom he would direct his message, he must be aware of the people’s situation (Putro, 2017). Roque identified his audience as Filipinos who are persistent in the time of crisis; Filipinos who do not put any deeper meaning to jokes; and Filipinos who are considered as “poor” and are dependent to the President, especially in the time of crisis. Therefore, the utterances RS3, RS8 and RS9 depict Identification Strategy.

The fourth is Projection Strategy. It is making something stand out more and to be the object by asserting character and attitude to demonstrate the bad character of others (Keraf, 2004 as cited by Sari et al., 2019). Roque employed Projection as his persuasive strategy from his utterances in RS4, RS15, RS12 and R14. Roque projected Duterte as simple and authentic and never pretentious. By identifying Duterte with these qualities, Roque justified the simplicity of Duterte’s Birthday celebration against what other people claimed that the President was just pretending to be poor. With this utterance, Roque attacked the critics by projecting the President with positive character and making it stood out more than the issue.

Roque justified Duterte’s “*maanghang na mga salita* (harsh words)” with “what he has done for women as a mayor”. Roque put emphasis in Duterte’s positive contribution to save him. He argued that the President as someone with a contribution to women was better than those women like Leila de Lima who was “accused of large-scale drug trafficking”. He used the bad character of de Lima to make Duterte’s good character stand out.

Meanwhile, Roque utilized two different utterances (RS12 and RS14) with the same Projection Strategy. Roque used the approval of the public on Duterte’s foul language as his “style” and “*ganoon po si Presidente* (President has been like that) and that style was accepted by the people “for how he is”. Roque’s reason was further justified by utilizing a proverb “You can’t teach an old horse new tricks” that means people are unwilling to change old habits or long-held beliefs and “*hindi na po siya magbabago para lang*

matuwa ang ilan sa ating lipunan (he will not change just to make some in our society happy)” as validations to Duterte’s style. In this way, Roque justified the foul remarks as Duterte’s style and he further convinced the public as he claimed that this style has already been accepted by the Filipinos. Projection Strategy is making something stand out more and to be the object by asserting character and attitude to demonstrate the bad character of others (Keraf, 2004 as cited by Sari et al., 2019). Roque established the positive qualities of Duterte to cover up his issues by projecting the negative characters of others. Therefore, the utterances labelled as RS4, RS15, RS12 and R14 depict Projection Strategy.

Next is Displacement Strategy. It is an attempt to shift the mind’s focus away from emotion and onto something else (Sitanggang, 2019) and it uses expressions such as “unlike” or other words that reflect inequality (Nasruddin, 2016). Roque employed Displacement as his persuasive strategy in his utterances in RS7, RS5 and RS13. Roque’s statement “compared to other countries” was used to contend that the fatality rate of the Philippines is lower than the other countries. This comparison justified Duterte’s “not-a-big-deal” remark on pandemic by proving that Philippines was not in a worse-case scenario than the other countries. Roque replaced the issue with a worse issue than the original abhorrence. The replacement now becomes the scapegoat to cover up to the original abhorrence.

Meanwhile, Roque contrasted Filipinos with Americans to defend that Duterte’s rape joke was without malice. Roque pointed out the difference between Americans and Filipinos, which the former “*binibigyan ng napakalalim na kahulugan* (give everything a very deep meaning)” This was to ensure that Roque’s audience had understood that Duterte’s rape joke had no deep meaning but purely a joke. Additionally, Roque indirectly placed his utterance into two situations by saying “*pero dito po naman sa Pilipinas* (but we are here in the Philippines)” By considering the same utterance in two different contexts, Roque justified that Duterte’s remark had no malice because he had spoken in the Philippine context. Roque compared Duterte to Justice Carpio. Roque argued that Duterte was different from Carpio since the latter “has never debated publicly”. Roque’s strategy to juxtapose Duterte and Carpio had caused a negative implication to Carpio. Roque justified his statement “He has nothing to prove” by implicating that Duterte had already proven something that he needed not to debate anymore and he had done it several times unlike Carpio. Roque’s strategy to

compare both in terms of experience justified Roque’s statement that “Carpio has nothing to prove.” Putro (2017) pointed out that Displacement is a process that strives to convert a goal or thought into another one. Roque was able to achieve this and justified Duterte’s remarks by making comparisons. This strategy is called Displacement.

The sixth is Compensation Strategy. It is the process of finding a suitable substitute for something that is unacceptable (Keraf, 2004 as cited by Sari et al., 2019). Roque employed Compensation as his persuasive strategy from his utterances in RS10, RS12 and RS15. Roque argued that the best time to complain is “when it is not delivered.” This particular utterance was substituted for a perceived opposite statement “when it is delivered”. These two different utterances are the condition of the right time to complain. This means that Roque pointed out that a complaint should be served when vaccines were not delivered with respect to quality and price. Therefore, Roque substituted the statement “when it is delivered” with “when it is not delivered” to justify the government’s decision to deal with Pharmally.

Additionally, Roque asked “*Bakit niyo kasi in-award sa kumpanya na walang resources?* (Why did you award it to a company that doesn’t have resources?) to mean that Pharmally had the resources and to reinforce his statement that this pharmaceutical was able to deliver. That particular question is a surrogate question to implicate the opposite. Roque regarded the “*reklamo*” (complaint) as unacceptable and therefore substituted with the statement “*Siguro po kung hindi naka-deliver, pwede magreklamo*” (Maybe if it’s not delivered, you can complain) to mean that people’s complaint becomes appropriate when the mentioned company was not able to deliver the items/goods.

In another instance, Roque substituted threats with frustrations. He pointed out that Duterte did not make any threat rather frustrations after Duterte outburst towards COA’s report. Roque substituted Duterte’s remarks (alleged threats) with frustrations as he further explained that Duterte was frustrated with the COA after it flagged anomalous government expenses. Duterte threatened COA personnel with “kidnap” and “torture”, which Roque claimed as only frustrations. To justify it, Roque substituted “threats” with unacceptable behavior of COA such as flagging the anomalous government expenses. Also, Roque substituted Duterte’s foul language with his good track record in Davao. This strategy covers up Duterte’s unacceptable behavior and justify it with a good track record. “*...may track record siya sa Davao* (he has

track record in Davao) emphasized a justification to “his foul language”. Roque believed that Duterte’s track record weighed heavier than his foul language. Roque’s strategy is to make unacceptable statement a positive one. It is a promise that a persuader makes to the people that if they follow him, they will discover something better or it is a promise that a persuader makes to the people that they will find something better if they follow him (Putro, 2017). Roque provided his audience with better substitutes to things considered as unacceptable and he was able to influence them using this strategy called Compensation.

Finally, the last is Conformity Strategy. It is a desire or action to create something similar to another (Keraf, 2004 as cited by Sari et al., 2019). Roque employed Conformity as his persuasive strategy in his utterances in RS1 and RS8. In an instance, Roque declared that the President himself was a victim of molestation to give justification that Duterte’s hate speech against the Catholic Church was valid. Duterte’s resentment was rooted from his past experiences as a youth who was allegedly molested by the ‘Catholic Church’. In this way, Roque convinced the people that Duterte’s attitude towards God and the Catholic Church, showing them resentment through his foul language is justifiable in that particular sense.

In the context of persuasion, Roque’s way of digging into Duterte’s root of his resentment was his strategy to easily convince the people. The spokesperson turned Duterte as one of the victims themselves who seek for justice against the alleged molestation by the Catholic Church. In another utterance, Roque adjusted himself as one of his audiences. As a member of the same country who suffers from the COVID-19 pandemic, he conforms himself with the people that he also is washing his facemask for a number of times. In this way, he made himself similar with them, convincing them that washing of masks is true to all, whether you are the President, the President’s Spokesperson or not. Roque’s strategy on telling the public that he himself also washes his own facemasks is convincing them that the President’s suggestion to disinfect using gasoline was just a joke and using facemask is a better protection against COVID-19. In Conformity, a persuasive speaker demonstrates his ability to act like the audience (Putro, 2017). Using the Conformity strategy, Roque adapted himself as the audience to show that just like them he acted as well as them. Therefore, Roque convinced them by making himself and Duterte just like the audience. This is called Conformity Strategy.

Manner Used in Persuasive Strategies

The next table (*please see appendix 2*) discuss the manner used by Roque. Manner Used describes how Atty. Roque Jr. employed persuasive strategies in his speeches.

Atty. Roque Jr.’s 7 persuasive strategies based on Keraf’s Theory of Persuasion (2014) have different manners used in order to achieve his communicative intentions in persuading his audience.

For Suggestion Strategy, Atty. Roque Jr. utilized the manner of directives. Directives are speech acts that the speaker utilizes to persuade someone else to do something (Searle in Levinson, 1983 as cited in Lampung, 2016). Keraf (2004) as cited in Sari et al. (2019) accentuated that Suggestion is an attempt to convince or influence individuals to embrace a certain idea without offering logical principles or views. From the utterances above, he did not use justification to reinforce him, but he encourages the public to make an action through his recommendations. In the given utterances, Roque used the manner of Directives such as proposing, calling, requesting and hoping to demonstrate recommendations.

As observed in his speech, Roque did not provide logical principles or beliefs but rather only suggestions or recommendations for his audience. Through suggestions and recommendations, he made his audience act on the Directives.

For Rationalization Strategy, Atty. Roque Jr. utilized Logos. Logos refers to the argument’s reasoning or logic (Jones, 2013). Keraf (2004) as cited in Sari et al. (2019) pointed out that Rationalization is the process of using the mind to justify certain problems. This means that this particular strategy uses reasons for his statements to strengthen and justify them. In the given utterances, Roque utilized Logos by using logical statements. By citing laws such as International Humanitarian Law (IHL); using surveys and asking rhetoric questions helped Roque to convince his audience. Jones (2013) added that speakers use logos by providing credible information as supporting material and citing their sources verbally during their speech. Thus, these particular utterances are reasons that are accepted by logic and therefore, are accepted by the general public. The mentioned utterances contained reasons which served as the foundation of Roque’s intention to convince his audience. Truth is used in this technique as the foundation to influence people so that they change attitudes according to what the persuader said (Salih and Dawd, 2020).

Meanwhile, Atty. Roque Jr. utilized Identification Strategy by Audience and Situation Recognition. Keraf (2004) as cited in Sari et al. (2019) emphasized that Identification is identifying the recipient and situations, the speaker must analyze the situation of the audience or listeners thoroughly accurate. Roque utilized Identification Strategy by identifying his audience to recognize to what particular circumstances they are in. In this way, Roque used the manner called Audience/Situation Recognition to avoid the conflict situation by allowing his audience to relate to the matter and sway them to take part on solving the issue rather than contend against the speaker or the President. Identifying the audience's age, whether they are adults, children, or adolescents, their occupation as teachers, students, or business people, and even their religion (Islam, Christianity, Hinduism, or Buddhism) is crucial to avoid the conflict situation because his audience can relate to the situation (Sari et al., 2019). This was made possible by Roque by identifying his audience as Filipinos who are persistent in the time of crisis; Filipinos who do not put any deeper meaning to jokes; and Filipinos who are considered "poor" and are dependent on the President, especially in the time of crisis. Bruke (1969), cited in Salih and Dawd (2020) argued that humans are naturally distinct from birth, and the drive to identify with others stems from the need to overcome a sense of isolation. Thus, by identifying the audience as part of the issue, interests are joined and therefore avoid conflict situations.

Meanwhile, Atty. Roque Jr. utilized Projection Strategy through Attacks and Social Proof. Keraf (2004) as cited in Sari et al. (2019) said that Projection is the transformation of a subject into an object. It means that, projection is making something stand out more and to be object (Sari et al., 2019). Roque utilized Projection Strategy by making Duterte as the subject to an object, which made him stand out than the issues. The benefits and drawbacks of a person are presented by Projection Strategy to illustrate their distinctions with others (Salih and Dawd, 2020). Roque utilized Projection Strategy through Attacks and Social Proof. Attacks against opposing viewpoints, or the individuals who express them might influence the audience by presenting opinions and beliefs that are opposed to the author's/speaker's position as dumb, harmful or deceptive (Argyropoulou and Ypsilandis, 2017). By citing Duterte's positive character such as his authenticity, simplicity and style and his contribution to stand out against the issues. Roque was able to defend Duterte as a positive person. Likewise, Roque employed Attack to highlight contradictions on what other people think about Duterte. Abbas (2008) emphasized that this tactic is

utilized by the speaker to deface another individual. Roque projected Duterte positively and the audience just recognized him as a figure who has good attitudes and characters. Furthermore, Roque also used Social Proof as another manner in utilizing Projection Strategy. According to the Principle of Social Proof, a person's evaluation of what is acceptable, appropriate, or correct action depends on the extent to which others have shown the same behavior (Vargheese, Sripada, Masthoff and Oren, 2016). The phrases "people have accepted him" and "tinanggap na po siya ng taumbayan (people have already accepted him) show Social Proof. The greater the frequency with which others take a certain activity, the more probable it is that others evaluating their own conduct would perceive the action as acceptable, suitable, or proper (Cialdini, 2009). By using Attacks and Social Proof, Roque convinced his audience using this particular persuasive strategy called Projection.

Next, Atty. Roque Jr. employed Displacement Strategy by providing scapegoats. Sari et al. (2019) noted that Displacement Strategy is a process that attempts to remove an intention or a thing that has encountered a barrier, or with the purpose of dislodging the feeling of initial enmity or, on occasion, the emotion of original fondness. In simpler terms, the object is replaced or shifted with another object, which Abbas (2008) regarded as the "scapegoat". In Roque's utterances, Duterte's controversies were covered up by comparing it with another issue as its "scapegoat". By successfully making a comparison, Roque allowed his audience to weigh which one carries more advantage than detriment- the original abhorrence or the scapegoat. The "scapegoat" is being implicated with less harm and therefore displaces the original issue with more harm. Roque utilized Displacement Strategy by comparing the issue with another issue as the original cause of the problem. Abbas (2008) noted that an object that becomes the subject of hostility or resentment is relocated or replaced with one that should not get it. In Roque's utterances, he shifted the audience's attention from Duterte's derogatory remarks and controversies to other countries' higher fatality rate than of the Philippines; American's putting too much meaning; and inexperienced Associate Justice Carpio. In this strategy, it used the usual language or the language that is still acceptable to the public in order to displace rude language or the language that can discriminate one group (Salih and Dawd, 2020). Hence, this displacement strategy by Roque uses scapegoats to persuade people is called Displacement Strategy.

For Compensation Strategy, Atty. Roque used the

manner of substitutions. Keraf (2004), quoted in Sari et al. (2019), said that Compensation is the act or consequence of an endeavor to find a substitute for unpleasant or intolerable situations that have been sustained. In basic words, compensation is the process of altering and replacing something that is unacceptable (Sari et al., 2019). Roque in his utterances, utilized Compensation Strategy by substitution. First, Roque substituted inappropriate complaints to a condition “if Pharmally was not able to deliver” and therefore becomes appropriate when that condition was met; secondly, he substituted threats with frustrations; lastly, he substituted Duterte’s foul language with his track records. These unacceptable circumstances are substituted in order to convince Roque’s audience by enabling support for his claims. Roque believed that his audience may do the same as what the President did or said by explaining to them that the substitutes are more appropriate and better than the actual remark or action of the President to compensate for his controversies. The speaker can push his audience to do an action by convincing them that they have the ability to do what the speaker has done (Salih and Dawd, 2020).

Finally, Atty. Roque Jr. utilized Conformity Strategy through Pathos. Keraf (2004) as cited in Sari et al. (2019) highlighted that Conformity is a mental process through which we conform to or are compared to the ideal scenario. It is the speaker's method of thinking to adopt or adapt an event or the audience's situation to the remark. Roque used this tactic by using the Pathos technique. Pathos relates to emotional appeals, which indicates that stimulating an audience's emotions is a technique to engage them in the speech, and engagement may provide additional possibilities for persuasion and action. Pathos in this case is demonstrated by Roque by making himself and Duterte as part of the people who belong to the existing condition. People in this case can easily relate to the circumstances because the speaker himself is part of the status quo or Duterte himself is one of them in the society where the issue exists. In conformity, the speaker will show that he is capable of doing and acting as the audience (Salih and Dawd, 2020). Roque’s way of telling the people that he himself and Duterte are similar with the people allowed him to carry out his goal to persuade them. Therefore, he used pathos as shown in his utterances to convince and persuade people.

Conclusion

Based on the results of the study, the researcher found

out that Roque utilized Keraf’s 7 Persuasive Strategies, namely: Rationalization, Identification, Suggestion, Conformity, Compensation, Projection and Displacement in persuading his audience to support his idea on justifying, defending and saving President Duterte from controversies.

Suggestion Strategy was depicted when Roque intended his listeners to do what he wants his audiences to do through his recommendations/suggestions without providing logical principles in persuading people through Directives. Meanwhile, Rationalization Strategy is shown as an opposite of Suggestion. Roque utilized logical statements to convince his audience through Logos. Next, Identification Strategy was demonstrated through Audience/Situation Recognition that is when Roque avoided the conflict situation by allowing his audience relate to the matter and sway them to take part on solving the issue rather than contend against the speaker or the President. Projection Strategy took place when Duterte’s positive character stood out than the negative ones, allowing Roque to successfully convince his listeners. Duterte’s positive attributes allowed Roque to disfigure another person by imposing their negative characters through Attacks and Social Proof. Displacement Strategy was expressed in Roque’s speeches to persuade his audience when he shifted the audience’s attention from Duterte’s derogatory remarks and controversies to scapegoats that weigh acceptable than the original abhorrent. Roque utilized Compensation Strategy by substitution. The unacceptable circumstances are substituted with something that is more acceptable in order to convince Roque’s audience. Successful substitution enables a support for his claims. Finally, Conformity Strategy was used by Roque by making himself and Duterte as part of the people who belong to the existing condition. Roque made himself and/or Duterte similar with other selves to persuade his audience that they do the same with the audience. This strategy was demonstrated using Pathos. Therefore, in order for Atty. Roque Jr. to convince his audience, he applied the different manners to his persuasive strategies in performing his job as the President Duterte’s presidential spokesperson in saving him from controversies.

The results of this study provided insightful recommendations for further researches: (1) In the field of Linguistics, this study may be used as a starting point of examining other linguistic discourses from other contexts such as court, online games, market, etc.; and analyzing the persuasive strategies employed in these particular contexts. (2) Language

researchers may utilize other persuasion theories such as Aristotle's Theory of Persuasion and Searle's Classification of Speech Acts to investigate different linguistic discourses in a different state of the art of a Discourse Analysis. (3) Future researchers may explore the cultural background of President Duterte and provide an analysis of his discourse with respect to his ethnicity. (4) Harry Roque's discourse inside court proceedings, highlighting Human Rights cases using Fairclough's Critical Discourse Analysis (CDA) may also be an interesting topic. (5) English language learners and public speakers such as the government spokespersons may develop their skills in public speaking by utilizing Keraf's persuasive strategies and the manners used by Roque in these strategies.

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Appendix 1. (Table 1) *Persuasive Strategies Used by Atty. Roque Jr. in his Speeches*

Codes	Utterances	Persuasive Strategy
RS1	<i>Para maiwasan na po ang ganito katinding paghihinakit sa Simbahang Katolika sigoro po panahon na na buksan ng simbahang katolika ang mga biktima ng pagmomolestya ng mga kabataan sila.</i>	Suggestion
RS3	<i>Let's not read anything beyond the fact na the President wants to more or less lighten the mood dahil buong araw wala syang Nakita kung hindi disaster doon po sa Cagayan at doon po sa Naga.</i>	
RS6	<i>At ang pakiusap po natin, yung mga na pamahalaan, huwag naman kayo magbabaling ng pula sa ating Presidente dahil the bottom line is, katungkulan niyo pa rin na kayo ang magpatupad ng maayos at makataong magbabakunahan.</i>	
RS11	<i>Sana binigyan naman siya ng pagkakataon na masagot ang liham bago sila nagkaroon ng publicity.</i>	
RS2	<i>So under IHL po, tama yung order ng president- Kill, kill, Kill kasi nga po kapag merong labanan kapag ang kalaban mo may baril na pwede kang patayin, alangan naman ikaw ang mag-antay na ikaw ang mabaril at mapatay.</i>	Rationalization
	<i>Dahil meron pong digmaang nangyayari, hindi po talaga bawal pumatay. Ang ating batayan ay kung meron talagang military necessity sa pagpatay.</i>	
RS6	<i>At kung paniniwalaan po natin ang mga surveys, the President remains to be the best communicator and the best positive communicator in the country today.</i>	
RS8	<i>Joke only. Bakit naman maghuhugas tayo ng gasolina?</i>	Identification
RS3	<i>Alam mo talagang ugali na ng Pilipino na bagamat marami tayong pagsubok e, sinusubukan pa rin natin na i-lighten yung ating mga problema.</i>	
RS8	<i>So kung hindi sa lahat ng Pilipino, sa maraming Pilipino lalong-lalo na sa mahirap.</i>	
RS9	<i>And from what I have seen myself, although I'm from Luzon, people in the south, particularly in Cebu and the Visayas, they don't really take things as seriously as [the] people in Luzon.</i>	Projection
RS4	<i>I don't think the president ever pretended to be poor. He has always been known as simple... No, the President never pretends, he is known for his authenticity. He has simple celebrations and I think that's what happened on his birthday.</i>	
RS15	<i>Kaya nga the president is not bothered na maski meron syang mga</i>	

RS12	<p><i>maanghang na mga salita na sinasabi laban sa ilang mga kababaihan, he knows what he has done for women as a mayor... Unang-una, Leila de Lima is accused of large-scale drug trafficking.</i></p> <p><i>That's just his style. You can't teach an old horse new tricks, okay? And people have accepted him for how he is.</i></p>	
RS14	<i>Sa mula't mula, ganoon po si Presidente. Tinanggap na po siya ng taumbayan at hindi na po siya magbabago para lang matuwa ang ilan sa ating lipunan</i>	
RS7	<i>Ang sinasabi ng president ay compared to other countries, lalong-lalo na yung ating fatality rate nasa 2.05% po.</i>	Displacement
RS5	<i>'Wag po tayong parang amerikano. Yung Amerikano kasi lahat binibigyan ng napakalalim na kahulugan pero dito po naman sa Pilipinas.</i>	
RS13	<i>He has nothing to prove dahil (because) unlike Associate Justice Carpio he has never debated publicly.</i>	
RS10	<i>Siguro po kung hindi naka-deliver, pwede magreklamo. Bakit niyo kasi in-award sa kumpanya na walang resources?</i>	Compensation
RS12	<i>I don't think he made any threats, he expressed frustrations.</i>	
RS15	<i>Well, kasi (because) despite of his language, may track record siya sa Davao.</i>	
RS1	<i>Nagkataon yung isang biktima naging Presidente.</i>	Conformity
RS8	<i>Ako po linalabhan ko. Meron akong apat o lima na linalabhan at parehong kulay dahil mas komportable ako dyan.</i>	

Appendix 2. (Table 2) Manner Used by Atty. Roque Jr. in his Persuasive Strategies

Persuasive Strategy	Utterances	Manner Used
Suggestion	<i>Para maiwasan na po ang ganito katinding paghihinakit sa Simbahang Katolika sigoro po panahon na na buksan ng simbahang katolika ang mga biktima ng pagmomolestya ng mga kabataan sila.</i>	Directives
	<i>Let's not read anything beyond the fact na the President wants to more or less lighten the mood dahil buong araw wala syang Nakita kung hindi disaster doon po sa Cagayan at doon po sa Naga.</i>	
	<i>At ang pakiusap po natin, yung mga na pamahalaan, huwag naman kayo magbabaling ng pula sa ating Presidente</i>	

	<p><i>dahil the bottom line is, katungkulan niyo pa rin na kayo ang magpatupad ng maayos at makataong magbabakunahan.</i></p> <p><i>Sana binigyan naman siya ng pagkakataon na masagot ang liham bago sila nagkaroon ng publicity.</i></p>	
Rationalization	<p><i>So under IHL po, tama yung order ng president- Kill, kill, Kill kasi nga po kapag merong labanan kapag ang kalaban mo may baril na pwede kang patayin, alangan naman ikaw ang mag-antay na ikaw ang mabaril at mapatay.</i></p> <p><i>Dahil meron pong digmaang nangyayari, hindi po talaga bawal pumatay. Ang ating batayan ay kung meron talagang military necessity sa pagpatay.</i></p> <p><i>At kung paniniwalaan po natin ang mga surveys, the President remains to be the best communicator and the best positive communicator in the country today.</i></p> <p><i>Joke only. Bakit naman maghuhugas tayo ng gasolina?</i></p>	Logos
Identification	<p><i>Alam mo talagang ugali na ng Pilipino na bagamat marami tayong pagsubok e, sinusubukan pa rin natin na i-lighten yung ating mga problema.</i></p> <p><i>So kung hindi sa lahat ng Pilipino, sa maraming Pilipino lalong-lalo na sa mahirap.</i></p> <p><i>And from what I have seen myself, although I'm from Luzon, people in the south, particularly in Cebu and the Visayas, they don't really take things as seriously as [the] people in Luzon.</i></p>	Audience/ Situation Recognition
Projection	<p><i>I don't think the president ever pretended to be poor. He has always been known as simple... No, the President never pretends, he is known for his authenticity. He has simple celebrations and I think that's what happened on his birthday.</i></p> <p><i>Kaya nga the president is not bothered na maski meron syang mga maanghang na mga salita na sinasabi laban sa ilang mga kababaihan, he knows what he has done for women as a mayor... Unang-una, Leila de Lima is accused of large-scale drug trafficking.</i></p>	Attacks
	<p><i>That's just his style. You can't teach an old horse new tricks, okay? And people have accepted him for how he is.</i></p>	Social Proof
	<p><i>Sa mula't mula, ganoon po si Presidente. Tinanggap na po siya ng taumbayan at hindi na po siya magbabago para lang matuwa ang ilan sa ating lipunan</i></p>	
Displacement	<p><i>Ang sinasabi ng president ay compared to other countries, lalong-lalo na yung ating fatality rate nasa 2.05% po.</i></p> <p><i>'Wag po tayong parang amerikano. Yung Amerikano kasi</i></p>	Scapegoats

	<p><i>lahat binibigyan ng napakalalim na kahulugan pero dito po naman sa Pilipinas.</i></p> <p><i>He has nothing to prove dahil (because) unlike Associate Justice Carpio he has never debated publicly.</i></p>	
Compensation	<p><i>Siguro po kung hindi naka-deliver, pwede magreklamo. Bakit niyo kasi in-award sa kumpanya na walang resources?</i></p>	Substitution
	<p><i>I don't think he made any threats, he expressed frustrations.</i></p> <p><i>Well, kasi (because) despite of his language, may track record siya sa Davao.</i></p>	
Conformity	<p><i>Nagkataon yung isang biktima naging Presidente.</i></p>	Pathos
	<p><i>Ako po linalabhan ko. Meron akong apat o lima na linalabhan at parehong kulay dahil mas komportable ako dyan.</i></p>	