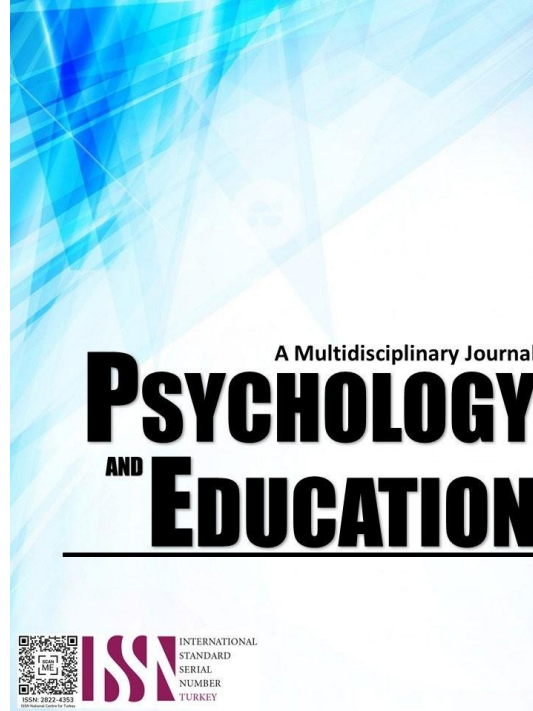


# WHO SAYS "EYYYY": A PRAGMATIC ANALYSIS OF INFORMAL SPEECH IN SOCIAL INTERACTION



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## Who Says "Eyyyy": A Pragmatic Analysis of Informal Speech in Social Interaction

Honeyleth A. Victoriano,\* Jandy D. Daga-as

For affiliations and correspondence, see the last page.

### Abstract

The purpose of this study was to investigate the meaning and intention of the term "Eyyyy" among speakers as well as to scrutinize its relevance of uses in communication based on the context of the speakers. As the study employed a qualitative research approach utilizing discourse analysis, particularly in the field of pragmatics, this undertaking delved into corpus contained the utterance of "Eyyyy" that were taken from the social media sites such as TikTok, Facebook, and YouTube. The study utilized the Illocutionary Speech Acts of Searle (1969) and the Relevance Theory of Sperber and Wilson (1986). The results revealed that the utterances of "Eyyyy" can be classified as representative, directive, expressive, commissive, and declarative based on its function, accounting for the context of the speakers. Further, it was also revealed that the meaning of the utterance "Eyyyy" can be varied in different contexts based on its relevance of uses such as acknowledging the presence of others or their achievements, to inform others, throwing jokes, sayings in life, showing pleasure, giving encouragement to others and greeting someone or everyone. Finally, this research was conducted to better understand the intention of utilizing the utterance of "Eyyyy" far from its general meaning, and the relevance of its uses in communication.

**Keywords:** *pragmatics, illocutionary acts, relevance theory, discourse analysis*

### Introduction

In linguistics, neologism is a newly coined word or expression that often arises to describe new concepts, phenomena, or shifts in culture and society. It can often create barriers to comprehension, especially for individuals who are not familiar with them. The introduction of new terms can lead to confusion, as not all users may possess the same understanding or background knowledge about the term being used. Other than that, different cultures may exhibit varying levels of acceptance toward neologisms. As such, in cultures that prioritize linguistic tradition and purity, neologisms may be viewed with skepticism or resistance.

In Berlin, the capital city of Germany, the introduction of neologisms, especially those borrowed from English, poses risks to the cultural identity tied to the German language. As some German speakers viewed these borrowed words as trendy or prestigious, a divide emerged between those who embrace linguistic innovation, and those who advocated for traditional language purity. Another challenge is for the translation of new terms into German, particularly when it comes to finding appropriate equivalents of newly coined terms or borrowed words. This is especially problematic in technical and academic fields, where precise language is crucial. Thus, translators often face dilemmas concerning whether to adapt borrowed terms or create neologisms that adhere to German linguistic rules (Elsen, 2021).

In Leyte, an island of the Philippines in the Western Visayas, neologisms pose unfavorable connotations. As neologisms frequently come from particular social circle, such as youth culture or online communities, those who are culture or online communities, those who are not a member of the groups may feel alienated or excluded as they are not familiar with the terms. With that, social cohesiveness and a sense of belonging among Leyte residents may be impacted by this exclusion, which can cause divides within the community. Furthermore, the emergence of new terminology raises concerns about potential compromises to linguistic integrity which could result in a lack of linguistic uniformity. In consideration to the idea that neologisms are common, various people may interpret the same term differently that would make it more difficult to communicate verbally, as well as in writing throughout the various regions in Leyte. For formal communication and documentation, it might be difficult to establish a consistent linguistic framework due to its discrepancy (Quora, 2023).

With these in mind, a study was conducted which highlights the term "Eyyyy" wherein such implications of the utterance changes based on the context and the intention of the speaker. The utterances were taken from the caption on the reels in social media sites such as TikTok, Facebook, and YouTube. Accordingly, language relies primarily on context, hence, meaning could undoubtedly change as people illustrate their intention in a particular situation. With that, the researcher has unraveled the intention of the speaker upon utilizing the term. Thus, this study highlighted the pragmatic meaning of the newly coined term "Eyyyy" using the five classifications of Illocutionary Speech Acts by Searle (1969) – the representative, directive, expressive, commissive, and declarative. Thereby, this study also presented the relevance of the utterances utilizing "Eyyyy" in communication by identifying the common situation that it can be applied.

In connection to that, the researcher has found three related studies. First, "SANA ALL: A Pragmatic Analysis" by De Paz (2021). Second, "Emergent neologism: A study of an emerging meaning with competing forms based on the first six months of COVID-19" by Siyu Lei et al., (2021), which investigated the emergence of COVID-19 neologisms. Lastly, "A Lexical-Pragmatic Analysis of COVID-19 Neologism in English and Kurdish" by Mohammed (2023). Although, the study that will be conducted by the researcher might be similar or mostly alike to the mentioned related studies, still it has its own uniqueness since this study focused on the term

“Eyyyy”, the trendy term in 2024 in which the researcher has conducted the analysis on its pragmatic meaning and its relevance in communication base on context and the intention of speakers.

## Research Questions

This study sought to answer the following questions:

1. What are the illocutionary speech acts embedded in the utterances utilizing “Eyyyy”?
2. How does the utterance “Eyyyy” convey meaning in the context?

## Literature Review

### Neologisms

In general, neologisms are newly created words or phrases, as well as existing words that have taken on new meanings. They typically arise to capture emerging concepts, trends, or ideas. This is often influenced by cultural, technological, or social developments, and often vanishes rapidly after a short period of time. With that, there is a variety of fascinating neologisms found in literature, media, and many other areas. An example is the word Hangry, a combination of the words “hunger” and “angry” which means a bad-tempered or irritable as a result of hunger (GLOBAL LANGUAGE SERVICES, 2024).

According to the study conducted in relation to neologisms, the “Neologism in Selected Social Media Platforms: A Cross-Cultural Study” which investigated the use of neologism in the comments and posts taken from the Facebook, Instagram, and Twitter, it has been concluded as it explores three types of neologism – lexical deviation, word formation, and borrowing, adopting Krishnamurthy (2010) model, that neologism expressions widely used by social media users due to the invention of the new products, the different cultural norms of each country and the global events including the pandemic, COVID-19 (Ibrahim et al., 2024).

Another related study is the “COVID-19 trending neologisms and word formation processes in English” wherein new lexical and sociolinguistic alterations have been incorporated into our daily lives as a result of the surge of new words and phrases that accompanied the unexpected outbreak. As such, the widespread introduction of the term “COVID-19” has significantly contributed to the rise of globally recognized neologisms. The study seeks to analyze the characteristics of newly formed English words and expressions that appeared following the onset of the said pandemic. The researchers systematically assembled a corpus comprising 208 neologisms derived from COVID-19 related contexts, from diverse digital platforms such as social media networks, search engines, blogs, and news publications. Thus, based on its analysis, it has been revealed that word-formation processes were varied to cover all possible forms of derivation. These include affixation such as “masklessness” which means wearing no face-covering; compounding such as “coronaviva” which means an oral examination or thesis defense taken online during the lockdown; blending such as loxit (lockdown + exit), the process of exiting from lockdown impositions; clipping known as shortening such as pandy in ‘pandemic’, along with the dual-formation processes, with compounding and blending the most discrete (Al-Salman & Haider, 2021).

Further, another related literature to support this study is entitled “Neologism: The language formation among Generation Z” that explored the creation of new lexical items by Generation Z in the context of digital communication. The mentioned study had come to conclusion that various neologisms are prevalent among Generation Z students through conducting a content analysis of group chat interaction. As stated in the findings, the affixation is being highlighted particularly the use of the -ist suffix such as the words “dancerist, likerist, and singerist”.

Additionally, the extensive usage of acronyms demonstrates the ability among students to succinctly convey information in digital communication. Thereupon, informal language and newly coined slang terms, derived from popular culture and social media underscores sociocultural dynamics and aids in the development of social identity (Abella et al., 2024).

Furthermore, a study entitled “Semantic and Structural Aspects of Donald Trump’s Neologisms” investigated the meanings and structural characteristics of neologisms introduced by the United States President Donald Trump. The research study focused on analyzing how these lexical items are formed and used in his public communications.

Based on the findings, there 30 new lexical items attributed to the President Donald Trump in which categorized into three groups: those already present in the contemporary English Dictionaries (usual neologisms); those actively used in discourse but not yet included in the Oxford Dictionary (discursive neologisms); and new lexical units of ambiguous or indeterminate status. Thus, the study has been concluded that the neologisms of President Donald Trump display structural diversity. They can be either classified as phraseological neologisms such as “berd mentality” or morphological neologisms such as “telescopic” (HOLUBNYCHA et al., 2020).

Correspondingly, the study entitled “SANA ALL: A Pragmatic Analysis” aimed to unravel the intention behind the utterance of the expression “SANA ALL” based on the context among speakers, supported by the Speech Act Theory of Austin (1962) — the locutionary, illocutionary, and perlocutionary and the classified version of illocutionary speech act by Searle (1969) into five: representative, directive, expressive, commissive, and declarative. As outlined in the analysis, it was revealed that those five mentioned classifications of illocutionary acts were present based on the communicative purpose among speakers as well as the perlocutionary speech acts wherein listeners recognized the utterance of the expression “SANA ALL” being produced.

## Pragmatics

In Linguistics which is the study of language, pragmatics is a specialize branch of study, focusing on the relationship between natural language and users of specific language. Pragmatics focuses on conversational implicatures—or that which a speaker implies and which a listener infers. It also incorporates the context of an utterance to determine meaning (MasterClass, 2021). To be specific, pragmatics center on studying its four areas of analysis. (1) pragmatics as the study of speaker meaning; (2) pragmatics as the study of contextual meaning; (3) pragmatics as the study of how more gets communicated than said; and (4) pragmatics as the study of the expression of relative distance (Abdurrahman, 2019).

First, pragmatics deals with the study of the meaning of communication by speakers (writers) and its interpretation by listeners (readers). This field of study concerns itself with analyzing the intended meaning behind people's speech, going beyond the literal interpretation of individual words and phrases within the speech itself. This means that we study to understand the speaker's intention through the utterances that they said. (Kusuma et al., 2023).

Second, pragmatics is also a study of contextual meaning. According to Yule (1996:3–4), pragmatics is the study of meaning in context. This kind of research inevitably entails interpreting people's intentions within a certain context and how that context affects what is said. This means that in understanding and interpreting the people's intention, we have to consider the context of the conversation and also other scope. The context of conversation includes what they want to say, with whom they are talking to, where and when it takes place, the circumstance and the culture of the speakers. While the other scopes are gesture, facial expression, speech act, the situation and condition and media like emoticons (Kortmann, 2020).

Third, pragmatics is the study of how more gets communicated than said. This notion means that the perspective then raises the question of what determines the choice between the said and the unsaid. The basic answer is tried to the notion of distance. For an instance, the closeness between the speaker and the listener implies shared experience whether it is physical, social, or conceptual. On the assumption of how close, or how distant the listener is, speakers determine how much needs to be said. Lastly, pragmatics is the study of the expression of relative distance. Physical closeness would be “take this!” The only person close to the speaker knows what this refers to and social closeness can be found between bonds. For instance, if I tell you we had fun at the weekend, you should know that last weekend and that you know which friends of mine I meant by “we” (Qizi et al., 2020).

In connection to that, the study of pragmatics within the realm of discourse analysis offers a fascinating lens through which to understand the complexities of human communication. Though, the importance of pragmatics in analyzing discourse cannot be overstated. Nevertheless, pragmatics offers invaluable tools for comprehending the nuances of human communication that go beyond the literal meaning of words by emphasizing the context-dependent features of language use.

By definition, this facet of linguistic analysis is essential to interpret, analyze, and comprehend conversation in its broadest sense, this facet of linguistic analysis is essential. By using pragmatics, analysts and researchers could reveal the layers of meaning that are not explicitly stated but could be grasped contextually. This is crucial for discourse analysis since what is meant or left unsaid can be just as significant as what is stated out loud. With that, analysts and researchers can interpret underlying messages, intents, and inferred meanings in a discourse by looking at pragmatic cues. Additionally, pragmatics bridges the gap between speaker intent and listener interpretation, providing insight into how messages are constructed and understood within specific social and cultural contexts. Thus, understanding speaker intent and listener interpretation is essential for discourse analysis because it shows how participants negotiate meaning, how misunderstandings occur, and how conversational aims are either met or not (Discourse Analyzer, 2024).

## Speech Act

In linguistics, speech acts as an utterance that is determined by the speaker's intention and the impact it makes on the listener. In essence, this speaker hopes to provoke in his or her audience. As such, it is an important part of communication which originated when the Oxford Philosopher J.L. Austin (1962) introduced his works in “How to Do Things With Words” and further developed by American philosopher J.R. Searle (1969) (Nordquist, 2019).

Additionally, speech acts can be viewed as the study of language in which the speaker's intended meaning is inferred from the meaning of a given utterance. Consequently, the meaning of linguistic expressions and codes varies depending on the intention and purpose of the utterance as well as how it is used throughout the discourse. Thus, one can only put meaning to such linguistic expression when treated with the rules governing and investigating intentions, hence, the speech acts. For instance, speech can be used to make statements, ask questions, apologize, describe, or persuade, among many other uses. In a speech act, words are used to do something, not just to say something (Johnson & Kain, 2023).

According to speech act theory which is often known as the “Theory of Meaning”, the meaning of linguistic expressions can be interpreted in terms of the rules governing their application in various speech actions. Thus, speech act theory is concerned with the way words can be used to not only give information but also to perform certain actions. In regards to that, suggesting something or warning someone are some examples of speech acts which carries a certain intention when uttered by the speaker and serves a purpose of communication between the speaker and the listener in the discourse. This notion supports the idea that speech acts are concerned with the way words can be used to, not only give information but also to perform certain actions (Hanna & Richards, 2019).

Similarly, in speech acts, the speaker communicates his/her intention through utterances. The speaker then anticipates that the listener will understand these communicative intentions by the speech conditions and events. Austin (1962) stated that any utterances that are performative are considered as speech acts when performed in language and communication. Performative utterances are those utterances which convey meaning and make listeners do specific things. He also added that the performative utterance said by the right person under the right circumstances results in a change in the world. Still, note that certain conditions have to be met when making a performative utterance. In that way, performative utterances enable the speaker to perform something just by stating it. Thus, the speaker's intention is to make an impact on the listener (Belmonte, 2019).

### ***Locutionary Act***

Locutionary act refers to the basic type of speech act. It is the literal meaning of the surface structure of an utterance, focusing on what is said without considering any additional implications or effects on the listener. In the context of speech acts, a locutionary act is the fundamental level of communication where the speaker conveys information through their words. In essence, the locutionary act sets the groundwork for further analysis of illocutionary and perlocutionary acts within the realm of pragmatics and speech act theory (Fitriyani, 2023).

To put it another way, a locutionary act is the act of saying something. It is the action or activity which involves saying something. Some of the examples of locutionary acts are asking or answering a question, giving information, an assurance, a warning, and announcing an intention or an information, making an appointment, appealing to someone or criticizing, making identification and giving description. For instance, the utterance "Life is too unpredictable". This statement is intended to inform the hearer that life is too unpredictable without any intention to make the listener perform an act or influence him/her. The analysis of locutionary acts is crucial as it establishes the foundational meaning of utterances, influencing the interpretation of illocutionary and perlocutionary acts in communication. (Searle, 1969; Septiani, 2019).

Therefore, a study in the communication of human-agent collaboration within the virtual environment revealed that locutionary acts are the sentences uttered within the premise of the communication situation. Hence, it is identified as the structure and construct of the utterances. In evaluating the locutionary acts, the interlocutor could verify the acts by its impression on the structure and form of the utterance. Also, utterances must be verified by the interlocutor of its clarity, comprehensiveness and originality to categorize it as a locutionary act (Hanna & Richards, 2019).

### ***Illocutionary Act***

Illocutionary act is the second category of speech act which outlines the purpose and the intention of the speaker in the utterance. The term refers to the use of a sentence to express an attitude with a certain function or "force," called an illocutionary force, which differs from locutionary acts in that they carry a certain urgency and appeal to the meaning and direction of the speaker. Thus, it is the type of function a speaker intends to accomplish in the course of producing an utterance (Nordquist, 2019).

In other words, illocutionary act refers to what is done in uttering the words, the performance of an act, the function of the words, and the specific purpose that the speakers have in mind. Words and phrases used in the utterances need to be explained based on the context. With the said utterance, Austin (1962) refers to the locutions that normally produce certain effects or reactions, such as feelings, those thoughts or the actions of the audience (Septiani, 2019). Furthermore, Searle (1969) classified the illocutionary into five categories: (1) representatives (assertive); (2) directives; (3) commissive; (4) expressive; and (5) declaration. The basis for categorization is the way in which these illocutionary activities impact the social exchange between the speaker and the listener. This exemplifies how a statement is made with intention and force, as well as how it influences the listener throughout the conversation.

First is the representative speech act in which the speech of the speaker boldly states a point of view or fact. The speaker typically expresses themselves in an honest and direct manner. It can be either positive or negative. For instance, when the speaker states "Honesty is the best policy", she or he highlighted the fact that being truthful is among the finest policies. It put emphasis that telling the truth is better even though it can be difficult at times, is therefore far preferable than lying.

Second is the directive speech act in which the speaker tries to make the listener perform an action. They express the speaker's wish/desire for the recipient to do something such as commands, requests, questions, advice, and orders. In using this type, the speaker aims to get some future action on the part of the recipient, thus making the world fit the words of the receiver. For example, "Put the cake in the oven." Third is the commissive speech act in which the utterance of the speaker intends to make the listener commit something. It is a type of speech act that binds the speaker to an action in the future. They express the speaker's motive to do something such as refusals, threats, offers, promises, and pledges. In this case, the world is fitted to words through the speaker himself or herself.

The fourth classified category is expressive speech act in which includes actions like complimenting, thanking, blaming, apologizing, and expressing a speaker's attitude or psychological state. Then, the last one is the declarative speech act in which one immediately alters certain existing conditions. They can be referred to as "institutionalized performatives" because they tend to rely on intricate extralinguistic structures for their effective performance. When delivering this kind of speech, the speaker modifies the world; that is, he or she affects a correspondence between the world and the propositional content, such as declaring war, proposing a candidate, excommunicating, building bridges, and discharging from employment (Mubarak et al., 2021).



Furthermore, a study conducted by Sbisa (2023) entitled “Essays on Speech Acts and Other Topics in Pragmatics” which outlined the conceiving of the conventionality of illocutionary acts grounded in Austin’s (1959) original ideas. While the indispensability of the securing of uptake is widely accepted as a hallmark of illocution, it has also been taken as evidence of the intention-based nature of illocutionary acts as opposed to their conventionality. The paper discusses the readings of the “securing of uptake” – when the hearer understands the meaning and the illocutionary force in the speaker’s utterance, therefore recognizing her intention which offered by Strawson (1964) and Searle (1969) and comments on the divide between communicative and conventional speech acts. It then argues that illocutionary acts are conventional because they have conventional effects and that the bringing about of such effects is bound up with the indispensability of the securing of uptake. This explains in what sense, according to Austin, the performative use of illocutionary verbs (which may help the speaker secure uptake) is a hallmark of the conventionality of illocution.

## Methodology

### Research Design

This study utilized the qualitative research design employing the discourse analysis. Qualitative research design is seen as the holistic method which is an in- depth analysis focused on the perspectives of the participants which unravels social phenomenon involving perspectives and meaning. It involves a purposeful use of describing, explaining and interpreting the collected data. The design has included the methods such as text analysis to ascertain the meaning behind the spoken and written texts of the participants. Consequently, the methodology emphasized the gathering pertinent information — texts and utterances that the researcher has categorized and examined (Williams, 2007; Bhandari, 2020).

The approach was appropriate for the current study since it involved accounting the meaning of “Eyyyy” based on the individual perception and intention of the vloggers in their utterance. That was, analyzing the language through in-depth observation of how people put meaning on it based on their social context and reality. Thus, the qualitative approach suited for the study as it was grounded in the notion of unraveling the meaning of language according to individual reality and perception and not from the numerical and percentage data of the quantitative research.

In accordance with, the study employed the discourse in pragmatic analysis, which determined the intention of the speaker in their utterance of “Eyyyy”, the impact of these intents, and context to the listeners as well as the text. This method allowed the researcher to see how language and social reality affects its meaning. Additionally, because the study of language is not based on numerical analysis, the qualitative technique utilized in the research was appropriate. The researcher was able to designed a comprehensive description of the topic under study and take into consideration the viewpoints and insights of the people who utilized the term.

Pragmatics, a key subfield of linguistics, explores the nuanced ways in which context influences the interpretation of meaning in language. It considers how speakers and listeners use and comprehend language in social interactions, going beyond the literal meaning of words. Also, as pragmatic analysis is grounded in the speech act and how language is used in a particular context, it then explores the intention, purpose and the circumstances of the utterance. Therefore, following the speech act theory, pragmatic analysis emphasizes the investigation of locutionary, illocutionary and perlocutionary acts (Searle 1969; Nordquist, 2020).

Overall, this study has been defined and outlined through a qualitative research methodology that employed discourse analysis specifically in the pragmatics domain, to analyze and interpret the data. More specifically, the speech act theories of Austin (1962) and Searle (1969) were applied to analyze the uses of the term “Eyyyy” from the caption of the reels.

### Instrument

This undertaking has employed discourse analysis, particularly in the field of pragmatics, to interpret the data that has been gathered from the social media sites. This pertained to digital data found from the caption of the reels where social media reel makers utilized the term “Eyyyy” in various communication situations. The researcher has gathered 50+1 reels in which the term must be seen on its caption. Then, transcribe it in which the term was only being utilized. This was purposely gathered to ensure the richness of the content relevant to the study under investigation. Also, the use of 50 + 1 corpus would be enough as too small in quantity might not produce a good analysis (Creswell 2013; Panell, 2023).

In addition, these sample sizes and the data that has been used in qualitative research was more deliberate and less random, with the goal of obtaining the necessary information to address the problem at hand. Since qualitative research focuses on obtaining rich information about the individual’s sense of the context and social reality rather than generalizability, most of it has smaller participants than quantitative research. In this regard, sampling was necessary for discourse analysis studies.

On top of that, the sampling data and sizes of qualitative studies are less direct but are chosen purposely to gather appropriate data needed to solve the problem at hand. Most qualitative research has smaller numbers of data and participants compared to quantitative studies, as the former focuses on gaining rich information on the individual perception of the context and social reality and not generalizability. In connection with, studies of discourse analysis must have a sampling size of 50 + 1 utterances of “Eyyyy” that has been found on the caption of the reels to provide the depth of subject information required to obtain the desired results. Hence, the 50+1 utterances that has been found on the caption of the reels has been deemed to be a suitable amount for interpretation, as the

number was neither too little to eventually reveal contradictions or too huge to suggest that it was a sample of the general population (Daniela, 2020).

Correspondingly, through social media platforms, participants were able to easily share their ideas regarding the topic matter in qualitative visual resources. Additionally, the researcher made sure that the identity of those who created the reels in the study remained anonymous.

### Procedure

The primary instrument of the study in collecting the data and analysis was none other than, solely the researcher. Hence, the researcher was ultimately responsible for deciding on the kind and quantity of data being collected for the corpus of the study. On the other hand, this study has utilized digital data, particularly to those being found from the caption of the reels such as on TikTok, Facebook, and YouTube that involved the utterance “Eyyyy”. The selection of data was based mainly on the utilization of the term in various contexts from the caption of the reels. Nevertheless, the study has collected 50+1 reels that were specifically chosen to ensure that the term would be emphasized in the utterance. This has been done to avoid jeopardizing the context of each utterances which is crucial for the analysis (Tsindos, 2023).

The process of gathering the data entailed the following data collecting circle, which included: First, deliberately identifying social media platforms that produce information pertinent to the subject of the investigation. The data from social media sites, particularly the caption from the reels in TikTok, Facebook, and YouTube was selected by the researcher. Second, the researcher has found the content by looking for the caption of each reel that utilized the term in a variety of settings. Finally, the information that has been gathered and scrutinized, then used the techniques that has been described (Creswell, 2013; Jain 2024).

In reference to, the caption from the reels on the TikTok, Facebook and YouTube were selected as the primary sites for data collection. According to the study entitled “Exploring the Significance of Social Media Reels and Short Videos to Promote Business Online”, reels are the newest social media trends. With the growth of short- form video content on sites like Instagram, Facebook, TikTok, YouTube and other social platforms, the function became more and more popular (Ahmed, 2023). To add up, TikTok gave rise to the concept of short, vertical videos that we now refer to as reels. Since its 2016 introduction, TikTok has gained popularity over the world due to its structure and distinctive algorithm that puts an emphasis on user interactions. The popularity of TikTok encouraged other social media platforms, such as Facebook, YouTube, and Instagram to create their own short-form video features which are now known as “shorts” and “reels,” respectively (Gregorio, 2023).

In connection, according to the study entitled “The Use of Facebook as an Alternative Learning Platform: Perspectives from Transactional Distance Theory”, it has been revealed that in Davao National High School, Facebook as a learning platform promotes learning, instruction, and students’ interaction which is evident in the exchanges of conversation in the comment section of Facebook posts. Thus, Facebook as a learning platform, provides an avenue for teachers for instruction and feedback purposes (Lim, 2022).

Correspondingly, a study conducted which entitled “The Use of YouTube as a Learning Tool in Teaching Listening Skill” stated that YouTube has turned into a social media when the videos are shared and when comments and other forms of interaction occur on the site. In addition, it was revealed that YouTube generates knowledge, mainly; it offers multimedia forms of education, the abilities of learners to recall and comprehend improve better when they have a full experience, that is when they see, hear, and do. Hence, the comprehension level of a subject is higher than 75% when they see, hear, and produce materials during instruction, whereas it is 20% for learners who only understand during preparation, and 40% only among those who see and hear (Pratama et al., 2020).

Moreover, a study entitled “Seize the Present Day: TikTok Entertainment Content and Youth Satisfaction” which aims to study the effect of entertainment content on the satisfaction of the TikTok users among youth in Klang Valley, Peninsular Malaysia. Based on the results, there was a considerable positive association between youth contentment and TikTok entertainment content, as indicated by the Pearson correlation coefficient. According to the study, promoting User Generated Content (UGC) and providing target consumers with a range of content can help innovate and improve the quality of content (Fauzi et al., 2020).

### Data Analysis

In the qualitative study, the data analysis is “custom-built”, revised and choreographed”. Herewith, the researcher incorporated such individual own insights in accordance with the theorist’s perspectives in the study. Nevertheless, data analysis will involve a series of undertakings to account for the findings and conclusion of the study. The researcher has engaged in organizing the data being gathered and reading it religiously to be able to build a detailed description of the matter under investigation. The researcher then classified and interpreted the data based on the theory which the study is anchored to, the perspectives of various literatures and the insight of the researcher. In this study, the researcher has classified the Locution of Austin (1962) of the utterance and interpreted it according to the Illocutionary Speech Act Theory of Searle (1969) (Creswell, 2013; Huberman & Miles, 1994; Johnson 2023). Then, the researcher did the grouping of the utterances as to its relevance in communication based on the Relevance Theory of Sperber and Wilson (1986).

The Illocutionary Speech Act developed by Searle (1969) has been utilized to analyze the investigation of the utterance “Eyyyy”. The analysis entails determining the locution of the utterances according to Austin (1962) and categorizing it in accordance with its illocutionary act. Subsequently, the researcher then analyzed its relevance of communication as to context within the discourse.

Specifically, the analysis of the Illocutionary Act in the speech was based on the study of De Paz (2021) “SANA ALL: A Pragmatic Analysis.” With that, the Locutionary Speech Act is the act of speaking. It is the speaker’s collection of words. As a result, the focus of the study is to determine which utterance in the conversation constituted the locution. Thus, the utterance including the term “Eyyyy” is the locutionary act in the study. Finding the locution would be the first step in the analysis and research interpretation.

Further, the examination of the illocutionary act of the locution adhered to the fundamental methodology of the mentioned proponents as well as Searle’s (1969) proposition in the theory speech act. As a result, the intention of the speaker for a certain utterance classified the illocutionary act into five categories such as assertive, directive, commissive, expressive, and declaration. Consequently, such study classified the term “Eyyyy” in accordance with the illocutionary act categorization to examine its meaning and purpose.

Thereupon, to analyze the relevance of the utterances, the researcher has grouped them according to their relevance and themed them by context (uses). Substantially, the researcher has submitted the research paper to the specialist in applied linguistics, the data analyst for the purpose of verification and validation of the methodology together with the whole data analysis.

### **Ethical Considerations**

As the social media sites provided the data for this study, it was crucial to establish and adhere to the ethical guidelines to guarantee that nothing has been done that would harm the social media users.

Respect for people. The first protective principle stemming from the 1978 of The Belmont Report is the principle of Respect for Persons, also known as human dignity. This will dictate that researchers must work to protect research participants’ autonomy while also ensuring full disclosure of factors surrounding the study, including potential harms and benefits. According to the Belmont Report, “an autonomous person is an individual capable of deliberation about personal goals and acting under the direction of such deliberation.” (Barrow et al., 2022).

In attaining this principle, the researcher must adhere to these considerations; first, the researcher must obtain and record informed consent from the parties involved, especially from the participants. Second, the researcher must respect the privacy and interest of the participants. Lastly, consider additional protection for the participants with special needs and limited autonomy. This can be done through having a third- party guardian to assist the participants (Siegle, 2019).

Since social media platforms were the source of the data in this study, the researcher had taken extra care to uphold the ideal and promote human dignity. The researcher made sure that the statements that contained the term, were invisible to the general audience. To accentuate, the most significant thing was that the names of those reels’ makers were hidden.

Consent. This pertains to giving permission voluntarily to participate in the research process. In this case, the researcher will write an informed consent to the participants, informing them of their contribution and involvement’s essentiality of the entire process and asking them of their permission to be involved with. This holds the value of autonomy to the participants allowing them to decide what is best for them. Upon doing such, the consent should cover information about the whole process and purpose of the study. Information and affiliations of the researcher must also be disclosed to establish trust. Also, the consent must contain the potential risks of participating, the process of censoring their identity and their rights to review the material and withdraw from getting involved with. Lastly, the consent must ensure the participants must act with autonomy (Siegle, 2019).

However, the researcher made sure that the social media users remained anonymous because this study used linguistic data from the captions of the reels on social media rather than the actual participants. Anything that suggests the identity of the owner of the posts were erased.

Beneficence. This pertains to acting in a way that can benefit others and simultaneously promote their welfare and safety. This principle recognizes the participants’ right to freedom from any possible harm and discomfort that may arise amidst the investigation. Additionally, it oversees the protection of the participants from exploitation, coercion, and penalty for not contributing or withdrawing from disclosing information. Wherefore, this principle put emphasis about the benefits and importantly, the potential risks to the participants that may affect them in any possible ways (Barrow et al., 2020).

Notably, there are five requirements the researcher must achieve in promoting beneficence. First, use procedures that present lesser risks. Second, collect data from procedures that are already being informed for non- research reasons. Third, the potential risks should be reasonable in accordance with potential benefits and the essentiality of the knowledge expected to result. Fourth, maintaining confidentiality and lastly, monitor the data to ensure safety (Siegle, 2019).

Justice. This pertains to the participants’ right to fair treatment. This means treating the participants and all parties and organizations involved in the study with fairness, acknowledging their contribution as a vital piece in the construction of the study and in the formulation of findings. Also, fair treatment means that participants must have the autonomy to decide to participate or not without treating them with prejudice (Barrow et al., 2020).

Accordingly, there are two requirements which suffice the principle of justice. First, selecting subjects equitably by choosing participants according to the research questions. Lastly, participants in vulnerable sections such as those who have special needs or illiterate must not be exploited for convenience. Moreover, as this research collected data from social media platforms, it was of high



importance that the researcher recognized the vital role that the participants' played in terms of the utterance in social the caption of the reels in the completion of this study. Also, the theorists and various authors that provided the strong framework of this study had given adequate credit through accurate and appropriate citation of their work as an acknowledgement of their contribution (Siegle, 2019).

**Confidentiality.** This refers to the right to privacy of the participants. That is, keeping every detail of information that suggests the identity of the participants in a strictest confidence. Furthermore, confidentiality includes giving pseudonyms instead of the real names of the participants and locking any participant in identifying the data and substituting it with code numbers rather than names (Barrow et al., 2020).

In this study, the researcher has ensured the safety of the owner of the social media statement containing the utterance of the term "Eyyyy". It is essential to not reveal names or any information that would suggest the identity of the person to protect them. Since the data were obtained from social media sites, the names that were indicated has been erased and being given pseudonyms instead such as DS\_01 up until DS\_51 based on the 50+1 available corpora.



## Results and Discussion

### Representative Speech Act

The representative as the classified category of illocutionary speech acts involved the speaker conveying the information by committing to the truth of the statement, stating what they believed to be factual or opinionated. There are specific types of representative speech act that can be found in the utterance "Eyyyy" as what types of representative speech act that can be found on the utterance "Eyyyy" as illustrated on the table above. These are predicting, stating, mentioning, informing, asserting, claiming, concluding and confirming.

Table 1.1. *The Illocutionary Speech Act and its specific types that can be found in the utterances utilizing "Eyyyy"*

| <i>Illocutionary Speech Act</i> | <i>Specific type</i> | <i>Sample Excerpts</i>   |
|---------------------------------|----------------------|--|
| Representative                  | Predicting           | Haha you will get to dance with this Apt dance trend! Eyyyy! (DS_01)   |
|                                 | Stating              | Poblacion North Citizens Eyyyy (DS_02) Get rid of homesickness eyyyy (DS_03)<br>Happy and Enjoy last Brgy Night @Pag-asa Gym Eyyyy (DS_04)<br>Outfit check eyyyy (DS_05)                                     |
|                                 | Mentioning           | Among all the happenings in the concert, only the eyyyy of ate X which I remembered, EYYYYYY (DS_06)<br>Eyyyy asking for a Christmas gift is worth it, Grandma's Zumba Ladies dancing to the Maxxxxx (DS_07) |
|                                 | Informing            | Eyyyy X in the BGC (DS_08)<br>When you are craving that's why you just had Eyyyy TIME for pastil (DS_09)<br>Unboxing of new things in the vlog eyyyy (DS_10)   |
|                                 | Asserting            | Good deeds always comeback in unexpected ways eyyyy (DS_11)<br>Life is short you should enjoy! (DS_12)   |
|                                 | Claiming             | If you have a long nose it means you are loyal Eyyyy (DS_13)<br>Among all the beautiful girls out there, we are the only one who became real Eyyyy (DS_14) Couples who run together stay together (DS_15)    |
|                                 | Concluding           | I don't regret my past, I just regret the time I have wasted with the wrong people Eyyyy (DS_16)   |
|                                 | Confirming           | IT'S YEYYYY WE THOUGHT IT'S EYYYY (DS_17)  |
|                                 | Commanding           | Eyyyy!! You will wrap the papaya (DS_18)   |
|                                 | Suggesting           | Sushi Class at sea Everybody say Eyyyy (DS_19)   |
| Directive                       | Demanding            | Say Eyyyy there, just joined with XXX (DS_22)  |
|                                 | Challenging          | Eyyyy one more, one more (DS_23)<br>Eyyyy....eyyy...eyyyyy watching us dancing with the beat (DS_24)   |
|                                 | Enjoying             | Eyyyy wandering around never mind having no transportation HAAAA (DS_25)   |
|                                 | Boasting             | Cool.. he outclassed his brothers yeahh Eyyyy (DS_27)<br>Eyyyy to those who saw it! (DS_28) Netflix eyyyy! (DS_29)<br>Eyyyy Marketing (DS_30)<br>Eyyyy that leg work outfit! (DS_31)                         |
|                                 | Excite               | Yeh eyyyy it's Saturday... (DS_32)   |
|                                 | Impress              | Eyyyy! That was speaker X! (DS_33)   |
|                                 | Impress              | Eyyyy. Still concerned that I'll fall (DS_34)  |
|                                 | Greeting             | Good morning everyone HAPPY NEW YEAR Eyyyy (DS_35)   |
|                                 | Mocking              | Eyyyy you knew!!! (DS_36)<br>When he bashes his bashers, eyyyy first bashers (DS_37)   |
|                                 | Sarcasm              | When your n mother allows you to go to the Disco in exchange for having  |

|             |                |  |
|-------------|----------------|--|
|             | Exclaiming     | a watchman! Still let's dance Budots. Eyyyy! (DS_38)   |
|             | Complimenting  | Eyyyy! What's with the surprises, XXXX! (DS_39)  |
|             |                | Eyyyy you're so cute and you're good X! (DS_40)  |
|             |                | The 9th member? HAHAAAAHA you eyyyy first eyyyy you're cute X (DS_41)  |
|             |                | Eyyyy my best friends are so cool (DS_42)  |
|             |                | Welcome 2025 cut check... to my co-masters, so cool eyyyy (DS_43)  |
|             | Congratulating | Congrats Grade 6 Champion Eyyyy (DS_44)  |
|             | Insulting      | Eyyyy shout out to all of you out there HAHAAAAHA (DS_45)  |
|             | Cheering       | EYYYYY!!! Go, X! You seem to outshine the girl group members there in your XXX party because of your throw it back. HAHAAAA! Such a Cutie X! (DS_46)   |
|             |                | Eyyyy I WANT TO BREAK FREE (DS_47)   |
|             | Wishing        | Eyyyy. We will be resuming the fish delivery service again, brothers. (DS_48)  |
|             | Guaranteeing   |  |
| Commissive  |                |  |
|             |                |  |
| Declarative | Naming         | Eyyyy live vocals YOU   CANNOT HANDLE X HERE (DS_49) |
|             | Proclaiming    | PH's MOST FAMOUS BOY GROUP XXXX eyyyy (DS_50)  |
|             |                | Finally got to sing this iconic line! EYYYYY (DS_51)   |

Predicting. When "Eyyyy!" is being attached to "Haha you will get to dance this Apt dance trend!", this would fall to the Representative Speech Act specifically predicting. As what have stated in DS\_01, the intention of the speaker is to predict that the audience will dance the Apt dance trend too, since it is currently trending all over social media.

Stating. When "Eyyyy" is being attached to "Poblacion North Senior Citizens", this would fall to the representative speech act specifically stating. As stated in DS\_02, the intention of the speaker is to just simply state about the presence of the Senior Citizens in the Poblacion North and add "Eyyyy".

When "eyyyy" is being attached to "Get rid of homesickness", this would fall to the representative speech act, specifically stating. As stated in DS\_03, the intention of the speaker is to just simply state that he/she's trying to get rid of his/her homesickness and add "eyyyy".

When "Eyyyy" is being attached to "Happy and Enjoy last Brgy Night @Pag-asa Gym" this would fall to the representative speech act specifically stating. As stated in DS\_04, the intention of the speaker is to just simply state what happened last night at Brgy Pag-asa Gym. Though, the emotions "Happy and Enjoy" belong to the Expressive Category, the utterance of "Eyyyy" is right after "Gym" meaning to say the speaker clearly stated the location of the events, not the emotions itself.

When "eyyyy" is being attached to "Outfit check", this would fall to the representative speech act specifically stating. As stated in DS\_05, the intention of the speaker is to just simply state that he/she's trying to get rid of his/her homesickness and add "eyyyy".

Mentioning. When "EYYYYYYY" is being attached to "Among all the happenings in the concert, only the eyyyy of ate X which I remembered", this would fall to the representative speech act specifically mentioning. As stated in DS\_06, the intention of the speaker is to mention how she/he only remembered ate X saying "eyyyy" in the concert among all the happenings during the concert event.

When "Eyyyy" is being attached to "asking for a Christmas gift is worth it, Grandma's Zumba Ladies dancing to the Maxxxxxx", this would fall to the representative speech act specifically mentioning. As stated in DS\_07, the intention of the speaker is to mention how his/her Grandma's Zumba Ladies who's dancing to the Maxxxxxx while asking for a Christmas gift, made things worthwhile to do.

Informing. When "Eyyyy" is being attached to "X in the BGC", this would fall to the representative speech act specifically informing. As stated in DS\_08, the intention of the speaker when uttering "Eyyyy" together with "X in the BGC" is to inform others about the presence of that "X" being around in the BGC.

When "Eeyyyyy" is being attached to "When you are craving that's why you just had TIME for pastil", this would fall to the representative category of illocutionary speech act specifically informing. As stated in DS\_09, the intention of the speaker is to inform the audience that she/he has been hungry, that is why she/he must give time to eat pastil to fill the hungry stomach.

When "eyyyy" is being attached to "Unboxing of new things in the vlog", this would fall to the representative category of illocutionary speech act specifically informing. As stated in DS\_10, the intention of the speaker is to inform the viewers that she/he is currently unboxing things as the content in the vlog.

Asserting. When "eyyyy" is being attached to "Good deeds always come back in unexpected ways", this would fall to the representative speech act specifically asserting. As stated in DS\_11, the intention of the speaker when uttering "eyyyy" together with "Good deeds always comeback in unexpected ways" is to assert the fact that the rewards from above would eventually come back whenever we do good deeds while living in this world.

When "Eyyyy" is being attached to "Life is short, you should enjoy!", this would fall to the representative speech act specifically

asserting. As stated in DS\_12, the intention of the speaker is to assert the idea that life is too short to be wasted, that is why you should enjoy life while you can.

Claiming. When "Eyyyy" is being attached to "If you have a long nose it means you are loyal", this will fall to the representative speech act specifically claiming. As stated in DS\_13, the intention of the speaker is to represent her/his belief by claiming the idea that she/he is loyal because of having a long nose.

When "Eyyyy" is being attached to "Among all the beautiful girls out there, we are the only one who became real Eyyyy", this would fall to the representative speech act specifically claiming. As stated in DS\_14, the intention of the speaker is to claim that they are the one and only ones who are proven to be beautiful among the girls out there who claimed to be as one.

When "Eyyyy!!" is being attached to "Couples who run together stay together", this would fall to the representative speech act, claiming in particular. As stated in DS\_15, the intention of the speaker is to represent her/his belief by claiming the idea that running together with her/his lover would make the relationship last longer, hoping another couple would do the same.

Concluding. When "Eyyyy" is being attached to "I don't regret my past, I just regret the time I have wasted with the wrong people", this would fall to the representative speech act specifically concluding. As stated in DS\_16, the intention of the speaker is to express his/her conclusion that there's nothing he/she can be regretful about his/her past but rather how he/she regretted the time that has been wasted for the wrong people.

Confirming. When "eyyyy" is being attached to "It's yeyyyy really thought it's", this would fall to the representative speech act specifically confirming. As stated in DS\_17, the intention of the speaker is to confirm the difference between "yeyyyy" and "eyyyy".

### **Directive Speech Act**

This classified category of illocutionary speech acts entails the intention of the speaker to make the addressee perform an action from his/his utterance. As per illustrated in the tabular data above, there are specific types of this speech act that can be found in the utterances utilizing "Eyyyy" based on the different intention among speakers. These are commanding, suggesting, demanding, and challenging.

Commanding. When "Eyyyy!!" is being attached to "You will wrap the papaya", this would fall to the commanding of directive speech act specifically. As stated in DS\_18, the intention of the speaker is to command someone in a bossy manner to do wrapping of the papaya.

When "Eyyyyyy" is being attached to "Sushi Class at sea Everybody say", this would fall to the commanding of directive speech act specifically. Although the phrase "Sushi Class at sea" belongs to the Representative specifically commanding, this statement would still be under Directive Speech Act. As stated in DS\_19, considering the term "Eyyyyyy" is being attached right after "Everybody say", it indicates that the intention of the speaker is to command a particular group to say "Eyyyyyy".

Suggesting. When "Eyyyy" is being attached to "Enjoy your life", this would fall to the directive speech act specifically suggesting. As stated in DS\_20, the intention of the speaker is to suggest to others that they should enjoy their lives and add "Eyyyy". When "Eyyyy" is being attached to "When life hits you hard, go to the party",

this would fall to the directive speech act category specifically suggesting. As stated in DS\_21, the intention of the speaker is to suggest to others that amidst the difficulty in life, they should unwind and refresh themselves, going to the party is the key.

Demanding. When "Eyyyy" is being attached between "Say there, just joined with XXX", this would fall to the directive speech act specifically demanding. As stated in DS\_22, the intention of the speaker is to demand that the audience say "Eyyyy" out there as she proudly joined someone with a special presence.

Challenging. When "Eyyyy" is being attached to "one more, one more", this would fall to the directive speech act specifically challenging. As stated in DS\_23, the intention of the speaker on uttering "Eyyyy" together with "one more, one more" is to challenge someone to do one more act of something aside from doing it at once.

When "Eyyyy....eyyy...eyyyyy" is being attached to "watching us dancing with the beat", this would fall to the Directive Speech Act specifically challenging. As stated in DS\_24, the intention of the speaker is to challenge the audience to watch them while dancing with the beat for them to witness how good they are as dancers.

### **Expressive Speech Act**

The expressive speech act is of one of the classified categories of illocutionary carrying the intention among speakers in their utterances to express their psychological beings. Herewith, this speech act constitutes its specific types based on the tabular data presented above. These are enjoying, boasting, excite, impress, teasing, greeting, mocking, sarcasm, exclaiming, complimenting, congratulating, insulting, cheering, and wishing.

Enjoying. When "Eyyyy" is being attached to "wandering around never mind the transportation", this would fall to the expressive speech act specifically enjoying. As stated in DS\_25, the intention of the speaker is to express enjoyment despite the circumstance of having no transportation at all.

When “Eyyyy” is being attached to “cold...”, this would fall to the expressive speech act specifically enjoying. As stated in DS\_26, the intention of the speaker is to express his enjoyment of the cold weather.

Boasting. When “eyyyy” is being attached to “Cool... he outclassed his brothers”, this would fall to the expressive category of illocutionary speech act specifically boasting. As stated in DS\_27, the intention of the speaker is to boast how this child outclassed his brothers (older) in dancing.

When “Eyyyy” is being attached to “those who saw it!”, this would fall to the expressive speech act specifically boasting. As stated in DS\_28, the intention of the speaker is to boast that she/he was able to see a special event or a situation. As such, she/he is boasting that aside from her/him, who else did?

When “eyyyy!” is being attached to “When you are able to watch yourself on Netflix”, this would fall to the expressive speech act specifically boasting. As stated in DS\_29, the intention of the speaker is to boast how proud she/he is for her/his achievement and finally seeing herself/himself on Netflix.

When “Eyyyy” is being attached to “Marketing”, this would fall to the expressive speech act specifically boasting. As stated in DS\_30, the intention of the speaker is to boast how proud she/he is for having such a Marketing course.

When “Eyyyy” is being attached with “that leg work outfit!”, this would fall to the expressive speech act specifically boasting. As stated in DS\_31, the intention of the speaker is to boast that leg work outfit of that someone which indicates how proud she/he is which showcases admiration.

Excite. When “eyyyy” is being attached to “yeh it’s Saturday...”, this would fall to the expressive speech act specifically expressing excitement. As stated in DS\_32, the intention of the speaker is to express his/her excitement because the day which is “Saturday” that he/she’s been waiting for, has finally come.

Impress. When “Eyyyy!” is being attached to “That was speaker X!”, this would fall to the expressive speech act specifically being impressed. As stated in DS\_33, the intention of the speaker is to express his/her feelings on how that speaker X impresses him/her.

Teasing. When the utterance “Eyyyy” is being attached to the “still concerned that I’ll fall”, this would fall to the expressive speech act specifically teasing. As stated in DS\_34, the intention of the speaker is to tease that specific someone who’s indirectly showing concern to him/her that he/she might fall on a particular ground.

Greetings. When the utterance “Eyyyy” is being attached to “Good morning everyone HAPPY NEW YEAR”, this would fall to the expressive category of illocutionary speech act specifically greetings. As stated in DS\_35, the intention of the speaker is to greet everyone a “good morning” and “HAPPY NEW YEAR”.

Mocking. When “Eyyyy” is being attached to the “you knew!!!”, this would fall to the expressive speech act specifically mocking. As stated in DS\_36, the intention of the speaker is to mock the audience about something he/she expected that they already knew, like referring to the “if you know, you know” thing.

When “eyyyy” is being attached between “When he bashes his bashers, first bashers”, this would fall to the expressive speech act specifically mocking. As stated in DS\_37, the intention of the speaker is to mock the bashers of her/his idol in such a way that shows them what they have got in return. As such, the speaker intended to tell the bashers that her/his idol is not just someone whom they could turn down easily.

Sarcasm. When “Eyyyy!” is being attached to When your mother allows you to go to the Disco in exchange for having a watchman! Still let’s dance Budots.”, this would fall to the expressive speech act, specifically sarcasm. As stated in DS\_38, the intention of the speaker is to show sarcastic remarks despite being happy towards her mother who purposely sent her a watching man while allowing her to wander around. As such, she still dances Budots, taking the opportunity being given.

Exclaiming. When the utterance “Eyyyy!” is being attached to “What’s with the surprises XXXX!”, this would fall to the expressive speech act. As stated in DS\_39, the intention of the speaker is to exclaim when being surprised in regards to the unexpected revelation from XXXX.

Complimenting. When “Eyyyy” is being attached to “you’re so cute and you’re really good X!”, this would fall to the expressive speech act specifically complimenting. As stated in DS\_40, the intention of the speaker is to compliment how cute a person is and good when it comes to dancing.

When “eyyyy” is being attached between “The 9th member? HAHHAHAHA you eyyyy first eyyyy you’re cute X”, this would fall to the expressive speech act specifically complimenting. Though, it seems like it falls to the directive category because of the phrase “you eyyyy first eyyyy” it still falls to the expressive category. As stated in DS\_41, the intention of the speaker is to compliment X of her or his cuteness as X acted like she/he is really the 9th member of a particular group.

When “Eyyyy” is being attached to “my best friends are so cool”, this would fall to the expressive speech act specifically complimenting. As stated in DS\_42, the intention of the speaker is to show appreciation to her/his best friends by complimenting them



on how cool they are.

When “eyyyy” is being attached to “Welcome 2025 cut check... to my co- masters, so cool”, this would fall to the expressive speech act specifically complimenting. Though the word “Welcome” in the statement indicates greeting, this would still fall as complimenting. As stated in DS\_43, the intention of the speaker is to compliment her/his co-masters (referred to the barber) who cut her/his hair for the cool outcome of the haircut.

Congratulating. When “Eyyyy” is being attached to the “Grade 6 Champion”, this would fall to the expressive speech act specifically congratulating. As stated in DS\_44, the intention of the speaker is to congratulate the Grade 6 students for being the champion in a competition.

Insulting. When “Eyyyy” is being attached to “shout out to all of you out there HAHAA”, this would fall to the expressive speech act, specifically indirect insulting. As stated in DS\_45, the intention of the speaker is to indirectly throw verbal insults to the listeners who do not pay attention to her/him by saying this phrase “shout out” to all of them out there.

Cheering. When “EYYYY!!!” is being attached to the “Go, X! You seem to outshine the girl group members there in your PPOPCON party because of your “throw it back”. HAHAA! Such a Cutie X!”), this would fall to the expressive speech act specifically cheering. As stated in DS\_46, the intention of the speaker is to cheer X by using the indicator “Go” after “EYYYY!!!”. Hence, the speaker is cheering him on that he could outshine the girl groups in the XXX party because of her/his throw it back moves.

Wishing. When “Eyyyy” is being attached to “I WANT TO BREAK FREE”, this

would fall to the expressive speech act specifically wishing. As stated in DS\_47, the intention of the speaker is to express her/his desires (WANT) by wishing that he could break free from everything.

### Commissive Speech Act

This category of illocutionary speech acts pertains to the utterances in which the speaker is committing to the future action in their utterances. As what has been exemplified in the tabular data above, there is only one identified specific type that can be found in the utterance utilizing “Eyyyy”. This sample falls under guaranteeing.

Guaranteeing. When the utterance “Eyyyy” is being attached with “We will be resuming the fish delivery service again, brothers....”, this would fall to the commissive speech act specifically guaranteeing. As stated in DS\_48, the intention of the speaker is to guarantee that he would resume the fish delivery service through the indicator “will”.

### Declarative Speech Act

This classified category of illocutionary speech act are those utterances that change a situation or the world by its speech act itself through its impactful deliverance and the authority that the speakers hold. In the tabular data presented above, there are specific types that can be found in the utterances utilizing “Eyyyy” based on the intention among speakers. These are naming and proclaiming.

Naming. When “Eyyyy” is being attached to “Eyyyy live vocals 🔥🔥 YOU CANNOT HANDLE X HERE”, this would fall to the declarative speech act specifically naming. As stated in DS\_49, the intention of the speaker is to recognize the presence of someone (naming) by declaring to the audience/listeners that they cannot handle X’s live vocals.

Proclaiming. When the “eyyyy” is being attached to “PH’s MOST FAMOUS BOY GROUP XXXX”, this would fall to the declarative speech act specifically proclaiming. As stated in DS\_50, the intention of the speaker when uttering “eyyyy” together with “PH’s MOST FAMOUS BOY GROUP eyyyy” is to proclaim how that boy group here in the Philippines gained the most popularity among other boy groups which also indicates that they deserved the high respect due to their contribution in the country.

When “EYYYY” is being attached to the “Finally got to sing this iconic line!”), this would fall to the declarative speech act specifically proclaiming. As stated in DS\_51, the intention of the speaker is to proclaim how it becomes an achievement for her or him to sing the iconic line as if he or she has been waiting for that moment to happen by the indicator ‘finally’.

### Research Question no. 1: What are the illocutionary speech acts embedded in the utterances utilizing “Eyyyy”?

To answer the first research question above, the 50+1 data that was gathered utilizing “Eyyyy” were classified according to the categories of Illocutionary Act. This has been illustrated through the tabular data shown above. In addition, by the thorough analysis of the data, the researcher was able to account for the intention and the communicative purposes of the utterances through the context among speakers, as the primary basis in classifying the utterances in its respective categories.

Accordingly, the expressive speech act got the highest number manifested with a total of 23 utterances which belonged to its specific types such as enjoying, boasting, excite, impress, teasing, greeting, mocking, sarcasm, exclaiming, complimenting, congratulating, insulting, cheering, and wishing. In addition, next to this was the representative speech act with a total of 17 utterances which belonged to its specific types such as predicting, stating, mentioning, informing, asserting, claiming, concluding, and confirming. Further, in the directive speech act got a total of 7 utterances which belonged to its specific types such as commanding, suggesting, demanding, and

challenging. Meanwhile, the declarative speech act got 3 utterances with its specific types such as naming, proclaiming, declaring and predicting whereas the Commissive Speech Act got the least identified utterances with a total of only 1 utterance which belonged to its specific type, guaranteeing.

Based on the results, the term “Eyyyy” when being attached to the statement, could give another meaning which varied depending on the intention among speakers as well as to the context, to which the term was being produced. Thus, from the 50+1 utterances utilizing “Eyyyy”, it has been found out that the term changes meaning according to the intention and the context.

First, it was made known that the utterances of Eyyyy was classified as representative speech act which got the second to the highest number of frequencies in the analysis, it carries the intention as what presented, such as of predicting that something might happen, stating something, mentioning someone’s presence, informing others about special events, asserting a belief, claiming something, concluding based on the experiences, and confirming misconception. Further, the term was utilized more on stating something and added “Eyyyy” on the first or last statement. Thus, in this case, “Eyyyy” moved away from its general meaning.

Second, the utterances of “Eyyyy” in the directive speech act placed as the third in the number of frequencies in the analysis. This centered on the speaker urging the listeners to do something out from the utterance. In this regard, the utterances utilizing the term, it commands, suggests, demands, and challenges someone which implies that they encourage or ought to do something even if the intention was not explicitly stated making the speech act meaningful.

Third, the utterances of “Eyyyy” placed in the expressive speech acts got the highest number of frequencies among the other category of speech acts in the analysis. This indicates that the term is used to convey an emotion and feelings. To be specific, the intentions that have been outlined from the analysis included the expression of enjoyment, boastfulness, excitement, impress, tease, greets, mockery, sarcasm, exclaims, compliments, congratulations, insults, cheer, and wishfulness. However, the most manifested intention was boastful, that could be over the achievements of something or for someone they were looking forward to.

Fourth, the analysis of illocutionary speech acts revealed that “Eyyyy” is utilized to convey a commissive speech act which pointed out to utterances that performs a commitment over something. Accordingly, out of the 50+1 data being gathered and analyzed, there was only one utterance containing “Eyyyy” identified under the said classified category specifically guaranteeing. It implied that it has the least utilization of such a term. With that, this indicated that the speaker had a commitment to do certain action in the future. The process of classifying the utterance centered on the word “will” where the commitment of someone over something based on the context.

Lastly, the declarative speech act centered on how the utterance aim to change declaration. In this study, there are three utterances out of the 50+1 data that has been gathered which fall under this speech act particularly naming and proclaiming.

Moreover, the analysis revealed that the term “Eyyyy” was not just used to convey a message out of boredom nor a mere expression out of trend but rather utilized to create meaning based on the intention and the context of the speaker. The investigation among the utterances being gathered has pointed out that the term “Eyyyy” can be used to portray various perspectives and intentions in each context which then accounts to the pragmatic meaning of the term.

On the other hand, in the second section of this chapter, the researcher has grouped the 50+1 data that is being gathered according to its relevance in communication (Sperber & Wilson, 1986). As such, the researcher was able to create themes by context out from the utterance by grouping together and has further elaborated above.

Table 1.2.1. *The uses of the utterance “Eyyyy” in acknowledging the presence of others or their achievements*

| <i>General Context<br/>(uses)</i>                          | <i>Specific Context</i>  | <i>Sample Excerpts</i>  |
|--|--|---|
| Acknowledging the presence of others or their achievements | Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would belong to the context of acknowledging the presence of the Senior Citizens in Poblacion North.<br>Based on its relevance, the utterance of “eyyyy” when being added to the statement, this would belong to the context of acknowledging the presence of the said ate X that the speaker only remembered among the happenings in the concert.<br>Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would belong to the context of acknowledging the presence of Grandma’s Zumba Ladies who were dancing to the Maxxxxxx in exchange of Christmas gift in which the speaker found it worthwhile.<br>Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would belong to the context of acknowledging the presence of X in who was in the BGC.<br>Based on its relevance, the utterance of “Eyyyy!” when being added to the statement, this would belong to the context of | Poblacion North Senior Citizens Eyyyy (DS_02)<br><br>Among all the happenings in the concert, only the eyyyy of ate X which I remembered (DS_06)<br>Eyyyy asking for a Christmas gift is worth it, Grandma’s Zumba Ladies dancing to the Maxxxxxx (DS_07)<br><br>Eyyyy X in the BGC (DS_08)<br><br>Eyyyy! that was speaker X! (DS_33) |

acknowledging the performance of how good that speaker X was.

The utterance of “Eyyyy” when being added to the statement, this would belong to the context of how the speaker acknowledged how good this X as a dancer.

The utterance of “Eyyyy” when being added to the statement, this would belong to the context of acknowledging the achievement of the Grade 6 students for being the Champion in a competition.

Based on its relevance, the utterance of Eyyyy” when being added to the statement, this would belong to the context of acknowledging the achievement of this Boy Group here in the Philippines (PPOP) who got the most popularity among others.

Eyyyy you’re so cute and you’re good X! (DS\_40)

Eyyyy live vocals 🎤🎤 YOU CANNOT HANDLE X HERE (DS\_49)

PH’s MOST FAMOUS BOY GROUPXXXX eyyyy (DS\_50)

Acknowledgement of the presence of others or their achievements. As specified in the following sample excerpts: DS\_02, DS\_06, DS\_07, DS\_08, and DS\_33, it has been elucidated in the presentation of the tabular data above, supported by its analysis that the utterances can be grouped under the acknowledgement of other’s presence or achievements according to their relevance in communication. To elaborate, the relevance of acknowledging the presence of others in communication indicates the intention of the speaker is to give recognition over the existence of those individuals as significant beings. Meanwhile, as stated in the sample excerpts, DS\_40, DS\_49, DS\_50, the relevance of acknowledging the achievements of others indicate the purpose of the speaker is to recognize one’s strengths, excellence, and something that the speaker can be proud of about the potential of someone.

In summary, in the table 1.2.1, the uses of “Eyyyy” according to the relevance in communication, can be under acknowledging the presence of others or it can be acknowledging the achievement of others, in which the intention of the speaker in their utterance was to acknowledge the presence of others which indicates valuing their existence as well as to acknowledge their achievements to highlight the victorious moment.

Table 1.2.2 *The uses of “Eyyyy” in informing others*

| <i>General Context (uses)</i> | <i>Specific Context</i>   | <i>Sample Excerpts</i>   |
|-------------------------------|---|--|
| Informing others              | Based on its relevance, the utterance of “eyyyy” when being added to the statement, this would belong to the context of informing others about getting rid the homesickness of the speaker.   | Get rid of homesickness eyyyy (DS_03)                                      |
|                               | The utterance of “Eyyyy” when being added to the statement, this would belong to the context of informing others about how the Brgy Night @Pag-asa Gym brought positive feelings of happiness and enjoyment to the speaker.           | Happy and Enjoy last Brgy Night @Pag-asa Gym Eyyyy (DS_04)                 |
|                               | The utterance of “Eyyyy” when being added to the statement, this would belong to the context of informing others about how the speaker craves that leads her/him to spend time to eat pastil.   | When you are craving that’s why you just had Eyyyy TIME for pastil (DS_09) |
|                               | The utterance of “eyyyy” when being added to the statement, this would belong to the context of informing the viewers about what the speaker (vlogger) did in the vlog such as unboxing of new things.                                | Unboxing of new things in the vlog eyyyy (DS_10)                           |
|                               | Based on its relevance, the utterance of “EYYYY” when being added to the statement, this would belong to the context of informing others about the trendy term “EYYYY”, that it was not “YEHHHH”.                                     | IT’S YEHHHH WE THOUGHT IT’S EYYYY (DS_17)                                  |
|                               | Based on its relevance, the utterance of “Eyyyy!!” when being added to the statement “You will wrap the papaya”, this would belong to the context of informing others, specifically that someone that she or he will wrap the papaya. | Eyyyy!! You will wrap the papaya (DS_18)                                   |
|                               | Based on its relevance, the utterance of “eyyyy” when being added to the statement, this would belong to the context of informing others about what days is today which is Saturday.  | Yeh eyyyy it’s Saturday (DS_32)  |
|                               | Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would belong to the context of informing others that the Grade 6 students was being the Champion in a competition.                           | Grade 6 Champion Eyyyy (DS_44)   |
|                               | Based on its relevance, the utterance “eyyyy” when being added to the statement, would belong to the context of   | eyyyy I WANT TO BREAK FREE (DS_47)   |

informing the listeners on how the speaker badly wanted to break free from a particular situation.

Based on its relevance, the utterance “Eyyyy.” when being added to the statement, this would belong to the context of informing the customers that the fish delivery service will be continued by the speaker (delivery man).

Based on its relevance, the utterance “EYYYY” when being added to the statement, would belong to the context of informing others how the speaker finally got to sing the iconic line!

Eyyyy. We will be resuming the fish delivery service again, brothers (DS\_48)

Finally got to sing this iconic line! EYYYY (DS\_51)

Informing others. As stated in the following sample excerpts: DS\_03, DS\_04, DS\_09, DS\_10, DS\_17, DS\_18, DS\_32, DS\_44, and DS\_48, the presentation of the data above, has been explained and supported by its analysis, that utterances can be grouped under informing others according to their relevance, depending on the speaker’s intention. Thus, the relevance of informing others allows the speaker to communicate with her/his thoughts in which she or he considers the information as relevant to both in her/his end as well as to the listeners. This would foster understanding about something.

In summary, in table 1.2.2, the uses of “Eyyyy” when being added to the statement according to their relevance in communication can be under informing others in which the intention among speakers was to inform others about something they considered to be significant to disseminate.

Table 1.2.3 *The uses of “Eyyyy” in throwing jokes*

| <i>General Context<br/>(uses)</i> | <i>Specific Context</i>   | <i>Sample Excerpts</i>  |
|-----------------------------------|---|---|
| Throwing jokes                    | <p>Based on its relevance, the utterance of “Eyyyy!” when being added to the statement, would belong to the context of throwing jokes when the speaker jokingly said that since Apt dance is trending these days, people will get to dance with this.</p> <p>Based on its relevance, the utterance of “Eyyyy” when being added to the statement, would belong to the context of throwing jokes when the speaker jokingly said that those who have a long nose indicates your loyalty as a person.</p> <p>Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would fall to the context of throwing jokes when the speaker jokingly said that they are the one who are proven to be called as beautiful among the girls out there.</p> <p>Based on its relevance, the utterance of “Eyyyy... eyyy...” when being added to the statement, this would belong to the context of throwing jokes when the speaker jokingly said that it would be a better idea to watch them dancing with the beat.</p> <p>Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would belong to the context of throwing jokes when the speaker jokingly said that having no transportation did not matter at all if she/he was able to be wandered around.</p> <p>Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would belong to the context of throwing jokes when the speaker jokingly said that it was a privilege for you if you were able to see it!</p> <p>Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would belong to the context of throwing jokes when the speaker is joking about the indirect concern of this someone towards her/him in such a way of teasing.</p> <p>Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would belong to the context of throwing jokes when the speaker jokingly told the listeners that they already knew what she/he means and there is no need to restate it again.</p> <p>Based on its relevance, the utterance of “Eyyyy!” when being added to the statement, this would belong to the context of throwing jokes when the speaker jokingly said that her/his mother allowed her or him to go outside but might be against the will since there is a watchman with her or him.</p> <p>Based on its relevance, the utterance of “eyyyy” when being</p> | <p>Haha you will get to dance with this Apt dance trend! Eyyyy! (DS_01)</p> <p>If you have a long nose it means you are loyal Eyyyy (DS_13)</p> <p>Among all the beautiful girls out there, we are the only one who became real Eyyyy (DS_14)</p> <p>Eyyyy...eyyy...eyyyyy watching us dancing with the beat (DS_24)</p> <p>Eyyyy wandering around, never mind having no transportation HA HAHA (DS_25)</p> <p>Eyyyy to those who saw it! (DS_28)</p> <p>Eyyyy. Still concerned that I’ll fall (DS_34)</p> <p>Eyyyy you knew!!! (DS_36)</p> <p>When your mother allows you to go to the Disco in exchange for having a watchman! Still let’s dance Budots Eyyyy! (DS_38)</p> <p>The 9th member? HAHAAAA</p> |



added to the statement, this would fall to the context of throwing jokes when the speaker jokingly said that this someone acts as the 9th member of a particular group in which she found her/him cute for that.

Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would belong to the context of throwing jokes when the speaker jokingly said shout out to them (people) out there by adding HAHAAAAHA in which she implied that they should listen to her or him.

Based on its relevance, this would belong to the context of throwing jokes when the speaker jokingly said that X would be able to seem to outshine those girl group members in her/his PPOPCON party because of her/his throw it back.

you eyyyy first eyyyy you’re cute X (DS\_41)

Eyyyy shout out to all of you out there HAHAAAAHA (DS\_45)

EYYYYY!!! Go, X! You seem to outshine the girl group members there in your POPCON party because of your “throw it back” HAHAAAAHA! Such a Cutie X! (DS\_46)

Throwing jokes. As stated in the following excerpts: DS\_13, DS\_24, DS\_25, DS\_28, DS\_34, DS\_36, DS\_38, DS\_41, DS\_45, and DS\_46, the tabular data above aided with its analysis expounded that the utterances can be grouped according to their relevance in communication under throwing jokes. The relevance of throwing jokes can reduce stress in our daily lives and to the people we joked at, but at the same time, it can also offend others depending on how it is being delivered and the intention behind its utterance.

In summary, in table 1.2.3, the uses of “Eyyyy” according to their relevance in communication can be under throwing jokes and based on the context that it was being produced.

Table 1.2.4 *The uses of “Eyyyy” in sayings ins life*

| <i>General Context (uses)</i> | <i>Specific Context</i>  | <i>Sample Excerpts</i>   |
|-------------------------------|--|--|
| Sayings in life               | Based on its relevance, the utterance of “eyyyy” when being added to the statement, this would belong to the context of sayings in life when the speaker gives her/his perspective that if we choose to do good deeds in our lifetime, there are good things that would happen in return.                            | Good deeds always comeback in unexpected ways eyyyy (DS_11)                                |
|                               | Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would belong to the context of sayings in life of the speaker that if you run together as a couple, you should stay together for your relationship to last long.  | Couples who run together stay together Eyyyy (DS_15)                                       |
|                               | Based on its relevance, the utterance of “eyyyy” when being added to the statement, this would belong to the context of sayings in life when the speaker shared her/his perspective based on experience that there was nothing to be regretful in her/his past but rather those wrong people she/he spent time with. | I don’t regret my past, I just regret the time I have wasted with the wrong people (DS_16) |

Sayings in life. As identified in the following sample excerpts: DS\_11, DS\_15, and DS\_16, the presentation of the tabular data above together with the analysis has been ventilated that the utterances can be grouped according to their relevance in the communication under sayings in life. The relevance of sayings in life gives wisdom and resonates with our experiences.

In summary, in the table 1.2.4, can be grouped under sayings in life in which the intention among speakers of the uses in their utterance of “Eyyyy” was to give their perspectives in life by generating sayings out of it.

Table 1.2.5 *The uses of “Eyyyy” in showing pleasure*

| <i>General Context (uses)</i> | <i>Specific Context</i>   | <i>Sample Excerpts</i>                                |
|-------------------------------|---|---|
| Showing pleasure              | Based on its relevance, the utterance “eyyyy” when being added to the statement, would belong to the context of showing pleasure when the speaker is being satisfied with her/his Outfit by already checking it out.                        | Outfit check eyyyy (DS_05)                            |
|                               | Based on its relevance, the utterance “Eyyyy” when being added to the statement, would belong to the context of showing pleasure when the speaker is enjoying the cold weather.   | Eyyyy... cold (DS_26)                                 |
|                               | Based on its relevance, the utterance “Eyyyy” when being added to the statement, would belong to the context of showing pleasure because of how this child outclassed his older brothers in dancing in which the speaker could be proud of. | Cool.. He outclassed his brothers yeahh Eyyyy (DS_27) |
|                               | Based on its relevance, the utterance “eyyyy!” when being added to the statement, would belong to the context of showing  | When you were able to watch yourself on               |

|  |   |
|--|---|
| pleasure because she or he was able to watch her or himself on Netflix.  | Netflix eyyyy! (DS_29)                                  |
| Based on its relevance, the utterance “Eyyyy” when being added to the statement, would belong to the context of showing pleasure over that leg work outfit of someone, might be the one she or he was idolized.  | Eyyyy that leg work outfit! (DS_31)                     |
| Based on its relevance, the utterance “eyyyy” when being added to the statement, would belong to the context of showing pleasure over the idea that her/his favorite idol was able to stand over the bashers by bashing them in return, such in a healthy way. | When he bashes his bashers, eyyyy first bashers (DS_37) |
| Based on its relevance, the utterance “Eyyyy!” when being added to the statement, would belong to the context of showing pleasure due to the reason that this particular XXXX suddenly made surprises.   | Eyyyy! What’s with the surprises,XXXX!! (DS_39)         |
| Based on its relevance, the utterance of “Eyyyy” when being added to the statement, would belong to the context of showing pleasure since her/his best friends are so cool and have been proud of them.  | Eyyyy my best friends are so cool (DS_42)               |

Showing pleasure. As stated in the DS\_05, DS\_26, DS\_31, it has been illustrated in the presentation of the tabular data above that the utterances can be grouped according to their relevance under showing pleasure, particularly due to different circumstances. Concurrently, in DS\_27, DS\_29, DS\_37, DS\_39, and DS\_42, these are the samples of showing pleasure because of the person. Hence, the relevance of showing pleasure fuels your enthusiasm and helps you maintain a positive mindset, as well as being a motivator for other people.

In summary, in table 1.2.5, the uses of “Eyyyy” according to its relevance in communication can be under showing pleasure, in which the intention among speakers was to show how a certain event or people give them the feeling of pleasure in life.

Giving encouragement to others. As exemplified in the following sample excerpts: DS\_12, DS\_19, DS\_20, DS\_21, DS\_22, DS\_23, DS\_30, the presentation of the tabular data below with its analysis according to their relevance in communication can be grouped under giving encouragement to others. The relevance of encouragement in communication promotes a supportive and inclusive environment for others.

Table 1.2.6 *The uses of “Eyyyy” in giving encouragement to others*

| <i>General Context<br/>(uses)</i> | <i>Specific Context</i>  | <i>Sample Excerpts</i>                                  |
|-----------------------------------|--|---|
| Giving encouragement to others    | Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would belong to the context of giving encouragement to others that life is short to be wasted, that in their lifetime today, they should enjoy it.                  | Life is short, you should enjoy! Eyyyy (DS_12)          |
|                                   | Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would belong to the context of the speaker who is encouraging everybody to say eyyyy because there is a sushi class at sea in which they are currently celebrating. | Sushi Class at sea Everybody say Eyyyyyy (DS_19)        |
|                                   | Based on its relevance, the utterance of “Eyyyy” when being added to the statement, this would belong to the context of encouraging others that they should enjoy life.  | Enjoy your life Eyyyy (DS_20)                           |
|                                   | Based on its relevance, the utterance of “Eyyyy!” when being added to the statement, this would belong to the context of encouraging others that when life hits hard, going to the party is the key to refresh from everything.                              | When life hits you hard, go to the party Eyyyy! (DS_21) |
|                                   | Based on its relevance, the utterance of “Eyyyy” when being added to the statement, would belong to the context of encouraging others to say “Eyyyy” out there as she/he joined with X.  | Say Eyyyy there, just joined with X (DS_22)             |
|                                   | Based on its relevance, the utterance of “Eyyyy” when being added to the statement, would belong to the context of encouraging someone to do something one more time.  | Eyyyy one more, one more (DS_23)                        |
|                                   | The utterance of “Eyyyy” when being added to the statement, this would belong to the context of encouraging others to take the Marketing course.   | Eyyyy Marketing (DS_30)                                 |

Giving encouragement to others. As exemplified in the following sample excerpts: DS\_12, DS\_19, DS\_20, DS\_21, DS\_22, DS\_23, DS\_30, the presentation of the tabular data below with its analysis according to their relevance in communication can be grouped under giving encouragement to others. The relevance of encouragement in communication promotes a supportive and inclusive environment for others.

Table 1.2.7 *The uses of "Eyyyy" in greeting someone or everyone*

| <i>General Context<br/>(uses)</i> | <i>Specific Context</i>   | <i>Sample Excerpts</i>  |
|-----------------------------------|---|---|
| Greeting someone or everyone      | Based on its relevance, the utterance of "Eyyyy" when being added to the statement, would belong to the context of greeting everyone a good morning and a happy new year.<br>Based on its relevance, the utterance of "Eyyyy" when being added to the statement, this would belong to the context of greeting, specifically welcoming the year of 2025 with a new hair cut which the speaker found it cool. | Good morning everyone<br>HAPPY NEW YEAR<br>Eyyyy (DS_35)<br><br>Welcome 2025 cut check,,, to my co-masters, so cool eyyyy (DS_43) |

In summary, in table 1.2.6, the uses of "Eyyyy" according to their relevance of communication can be under giving encouragement to others, in which the intention among speakers was to encourage someone or others to be motivated and do something out of the speaker's utterance.

Greeting someone/everyone. As stated in the two sample excerpts, DS\_35 and DS\_43, the presentation of the tabular data below, as supported by the analysis, explained that the utterances can be grouped according to their relevance under greeting someone or everyone. As such, the relevance of greetings is to demonstrate respect, initiate interactions, and foster positive relationships.

In summary, in table 1.2.7, the uses of "Eyyyy" according to its relevance in communication can be under greetings or greeting someone or others, in which the intention among speakers was to greet someone or everyone to show respect.

## Conclusions

The investigation and the analysis made in this study highlighted the meaning of the term "Eyyyy" based upon the intention of the speaker of the utterance and its context. With that, the undertaking has gone through lengths to outline the Illocutionary Speech Acts embedded in the utterances utilizing "Eyyyy". The researcher accounted for those utterances of Sana All that imply concepts, purpose and function which count for Representative, Directive, Expressive, Commissive and Declarative Speech Acts. Hence, the groupings of the utterances by context were also accounted to come up with its relevance based on its uses in communication. Additionally, this study is an example of a dynamic language that evolves over time, giving rise to many neologisms or freshly created words and expressions. Neologisms have spread throughout mainstream and social media communication to increase vocabulary on a daily basis, which makes it more intriguing to study since it shows how the language may generate words in a variety of contexts and methods. Furthermore, it is important to remember that neologisms represent the brain's innate capacity for language perception, learning, and production.

Furthermore, the study may serve as a teaching tool to achieve and improve the communication proficiency of the students. Technically, communicative competence is the ability to utilize language fluently and efficiently to interact and communicate in a variety of settings and contexts, as well as to complete social activities. In the aspect of teaching, teachers can utilize this study as a foundation to help students improve their communicative competence by letting them examine utterances as embedded with context and intention as well as find its relevance in communication taking place accounting the context as to where the utterance is being produced. This will provide them the information and foundation they need to interact in a particular sociocultural setting.

Thus, this study introduces students to pragmatic meaning beyond denotative meaning in social media utterances. As such, it will help them understand that terms will change depending on the communicative purpose of the speaker as well as accounting for the context, enhancing their ability to perform effectively in sociocultural contexts, particularly in social media communication.

This study highlighted the pragmatic meaning of the term "Eyyyy" as analyzed through the concepts of Speech Acts — Locutionary Speech Act, those utterances taken from the social media sites and Illocutionary Acts which are classified into from namely; Representative, Directive, Expressive, Commissive and Declarative as well as through analyzing the relevance of the uses of the utterances in communication.

To be precise, the study focuses primarily on the pragmatic approach of analysis. Hence, for future researchers undertaking the same focus of the study, the research could be taken to a different spectrum by taking up an approach in analyzing the language. Hereafter, future researchers should delve more on neologisms particularly those that are used in social media communication as a new subject and undertake socio-pragmatic analysis. That kind of study will outline how online speakers use language in real-life settings across cultures and create meaning for it based on how societal norms, cultural values, and interpersonal dynamics influence the ways people use language to achieve specific communicative intentions.

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## Affiliations and Corresponding Information

**Honeyleth A. Victoriano**

Kapalong College of Agriculture, Sciences, and Technology – Philippines

**Jandy D. Daga-as, PhD**

Kapalong College of Agriculture, Sciences, and Technology – Philippines