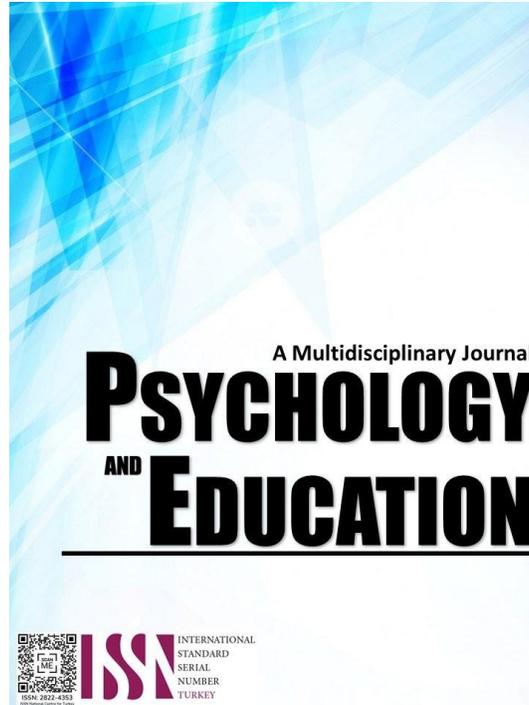


THE LANGUAGE OF INFLUENCE: DISCOURSE PATTERNS IN MARIA RESSA'S SPEECHES



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The Language of Influence: Discourse Patterns in Maria Ressa's Speeches

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Abstract

This study investigates the morpho-semantic and persuasive strategies employed in the speeches of Maria Ressa, a prominent journalist and advocate for press freedom. Through a qualitative approach, the study revealed the morpho-semantic features and rhetorical techniques employed in Maria Ressa's speeches, which frequently address critical themes such as democracy, human rights, and the fight against disinformation. Employing discourse analysis, the research provided valuable insights into the mechanisms of influence within political communication. A major finding of the study indicated that Maria Ressa's speeches utilized compounding, a language technique that combines words to form clear and impactful meanings. Furthermore, the analysis of her speeches reveals that she primarily employed logos, or logical reasoning, to persuade her audience. By sharing factual information, statistics, and personal experiences, she establishes her credibility and supports her advocacy. In conclusion, this research highlights the role of deliberate language choices in effective persuasion, demonstrating how impactful communication can foster civic awareness and inspire meaningful social change.

Keywords: *Maria Ressa, morphology, semantics, persuasive strategies, disinformation, politics, media, Philippines*

Introduction

Speech is a very powerful tool for influencing public opinion, as it is given by powerful individuals and represents the views of those individuals. People often face a range of typical problems while listening to speeches presented by speakers, especially concerning interest, following along, and the presenter's style. One major issue is that speakers tend to dominate conversations, which can lead to an unengaged audience. As another point, the complexity in political language may hinder listeners' understanding because of the strategic use of words to convey power and ideological issues, which can leave listeners confused or manipulated (Ivana & Suprayogi, 2020; Orungbeja & Ajilore, 2023).

In America, one of the major problems listeners encounter in speeches by leaders such as Obama and Trump is the strategic utilization of pronouns and metaphors to subtly build ideologies. This linguistic complexity tends to result in diverse interpretations among audiences, as the use of inclusive or exclusive pronouns can either unite or isolate listeners. Similarly, metaphors used in their discourse can potentially hold unspoken biases or ideological meanings that are not readily noticeable, making it challenging for listeners to critically analyze the underlying messages (Igiri et al., 2020).

In the Philippines, especially in Marawi. The pananalsila, or lineage tracer, publicly recites the lineages of the bride's and groom's families during Katharo sa lalag, or giving a speech. The speakers used very complex words and old Meranaw words that are unclear to others. Additionally, because they do not comprehend the significance and relevance of katharo sa lalag (delivering a speech), a distinctive and specific skill among the Meranaw, as part of their identity, they do not even try to practice it. Moreover, in the context of Maria Ressa's speech, her rhetorical style, which uses strong framing and stories of resistance, can sometimes make her message less clear to certain audiences. While these techniques effectively convey her fight against institutional oppression and support for press freedom, they may seem too confrontational or unclear, especially in legal and political contexts. This lack of clarity can make it harder for the public to understand and respond to her message, highlighting a conflict between the urgency of her cause and the ease with which her communication style can be followed (Separa et al., 2020; Guison & Macalintal, 2023).

This study is socially important because it demonstrates how language influences public opinion, drives social movements, and addresses pressing social issues. Through the lens of Maria Ressa, a well-known journalist and strong supporter of press freedom, it examines key themes in her speeches, including democracy, human rights, and fighting misinformation. The analysis reveals how influential people use rhetorical techniques, persuasive appeals, and storytelling to inspire collective action, encourage critical thinking, and challenge oppressive systems. Ultimately, this study not only raises awareness about effective communication but also helps people engage critically with the media and support meaningful social change.

This study is necessary to address the understanding of how linguistic structures influence rhetorical effectiveness and audience perception, which is key to tackling these issues. By examining the role of morpho-semantic elements in persuasion, the study improved discourse analysis in journalistic speech. It also aims to explore the connection between language construction and rhetorical strategies, offering insights into the broader effects of persuasive discourse. These reasons strongly motivate the researcher to undertake this investigation. Additionally, this proposal has social importance, as it enhances knowledge of effective communication in advocacy and media settings. The study also aims to develop a clear theoretical framework, present structured findings, and provide a thorough analysis of persuasive techniques related to morpho-semantic processes.

Furthermore, the researcher has found no existing studies that explore persuasive discourse from a morpho-semantic perspective,

especially within journalistic speech. For instance, Mollica and Kemp (2020) “An Efficient Communication Analysis of Morpho-Syntactic Grammatical Features” examined grammatical morpho-semantic features but did not consider their persuasive role in speeches, and Konat et al. (2024) “Emotional Appeals in Pre-Election Debates: The Role of Pathos in Voter Influence,” focused on emotional appeals in political debates without investigating how morpho-semantic features enhance rhetorical impact.

Ultimately, the findings of this study will be disseminated and preserved as a hardbound copy in the library of the Kapalong College of Agriculture, Sciences, and Technology, providing a lasting resource for future students studying discourse analysis and linguistics. To reach a wider academic audience, the study will also be shared through online publishing platforms, providing access and facilitating citation, and encouraging engagement from communication scholars, media professionals, and civic educators.

Research Questions

Specially, sought to answer the following research questions:

1. What are the morpho-semantic features used in Maria Ressa’s Speeches?
2. What are the persuasive strategies used in Maria Ressa’s Speech?

Methodology

Research Design

This study utilized a qualitative research design in a discourse analysis. This study is qualitative in nature, as its goal is to analyze and reveal the common and dominant morpho-semantic features present in Maria Ressa's speeches. A methodology called qualitative research is created to gather non-numeric data to produce insights. It is not statistical and is either semi-structured or unstructured. It is based on data gathered using a research methodology that provides an answer to the question of why (Ugwu et al., 2023).

Moreover, a qualitative research design was employed as an effective methodology for analyzing Maria Ressa's speeches, which facilitated the exploration of the complex dynamics and subtleties of language in authentic contexts. The study specifically concentrated on the morpho-semantic characteristics and persuasive techniques of Maria Ressa. This qualitative approach enabled the gathering of authentic and accurate data from different YouTube videos available on the internet, which were being transcribed.

Consequently, it provided a profound understanding of the linguistic choices made by Maria Ressa in her speeches, offering valuable insights into her communication methods and strategies for audience engagement. By scrutinizing her speech, the researcher was able to enhance their comprehension of the linguistic choices and persuasive strategies articulated in her speeches. This methodology proved to have an advantage for investigating the distinctive language practices of Maria Ressa, as it allowed for an in-depth analysis of their communication styles and the influence of her speeches on her audiences.

Furthermore, this study employed a discourse analysis approach. Discourse analysis (DA) is a multifaceted analytical method that examines language use in social contexts, focusing on both verbal and nonverbal communication to understand how meaning is constructed and conveyed. It encompasses the study of texts and spoken interactions, considering factors such as cultural, historical, and situational contexts, which influence interpretation and comprehension (Stefanouskaya, 2024).

This study employed a discourse analysis approach to analyze the discourse patterns of Maria Ressa, allowing for a comprehensive and systematic examination of her language use in natural data. This method involves analyzing collections of language data to identify the frequency of language use, the contexts in which it is used, and the properties that contribute to its meaning. It also provides insights into the linguistic and social factors shaping language use, revealing patterns that may not be visible in smaller samples of language. Therefore, the discourse analysis approach proves to be a valuable tool for gaining a deeper understanding of the meaning, function, and usage of language in delivering speech.

Instrument

The research material used in this study consisted of Maria Ressa's speeches on the international platform and available videos on YouTube. The researcher selected speeches that elucidated her discourse patterns and transcribed it. This study utilized the Linguistic Features of Finnegan (2008). Hence, it focused only on morpho-semantic features. This also utilized Aristotle’s rhetorical devices, as used in a speech to persuade the audience, such as ethos, pathos, and logos. From this content analysis phase, a discourse analysis (DA) was conducted, focusing on morphological and semantic features, as well as persuasive strategies in the speeches.

The researcher employed the purposive sampling method to collect the speeches delivered by Maria Ressa. This means that the sample size being studied was usually small, unlike probability methods. The researcher selected participants for the sample based on several factors, including subject area competence and the capacity and desire to participate in the study, in this type of non-probability sampling (Paul Oliver, 2015; Thomas, 2022).

Qualitative investigations are known to carefully select sampling sizes and data to collect the relevant information required to answer the research objectives. Unlike quantitative research, qualitative investigations typically involve fewer individuals and less data, placing more emphasis on rich information than on generalizability. A sample size of ten (10) transcribed speeches was deemed suitable for

this discourse analysis study to achieve the desired results. This figure achieves a balance in reducing any potential discrepancy and provides sufficient detail of information (Baker, 2006).

The data gathered from the YouTube platform focused on maintaining privacy and ensuring anonymity. The researcher set clear rules for participation, creating protocols to safeguard the privacy of all individuals involved or mentioned in the corpora. Every measure was taken to protect confidentiality, and the researcher demonstrated a strong commitment to ethical practices throughout the research.

Procedure

The researcher employed a methodical approach to collecting data and relevant information for the study. The researcher consulted the adviser to know what was to be done before undertaking the research in order to complete the project successfully. In this stage, the researcher utilized corpus sampling techniques. The videos selected from YouTube, presenting speeches by Maria Ressa, satisfy the criteria for enhancing the understanding of the phenomenon being investigated (Kuper et al., 2008).

The speeches were selected randomly based on their relevance. The researcher then collected and analyzed data that proved relevant to the study. The data collected were subjected to treatment and interpretation. For the general presentation of research work, the following chapters outline the necessary information.

The researcher transcribed the speeches after accessing them to convert the spoken discourse into a written form for use in this study. Ensuring reliable sources is fundamental for the accuracy and legitimacy of the presentation. The process of transcription involves recording nonverbal cues, including gestures, intonation, and pauses, that may add to the discourse's overall effect and significance (Balla, 2023).

Lastly, the findings were presented and discussed in detail. The information acquired was analyzed, scrutinized, and interpreted in relation to the research objectives.

Data Analysis

Discourse analysis cannot be conducted in a predetermined manner. Typically, data analysis focuses on identifying themes, images, and other textual patterns within large language segments. Investigation must be gathered (Herman & Saputra, 2022). The data gathered for this research were presented and analyzed to satisfy the needs and objectives of the research. This indicates that the study's results were generated through the careful analysis of data collected from the research materials obtained from YouTube. To answer the questions in this study, two frameworks were used. The researcher applied the theoretical frameworks, specifically Edward Finegan's Linguistic Features and Aristotle's Rhetoric Devices.

The theoretical framework of Finegan (2008) addressed the first research question regarding the morpho-semantic features of the speeches delivered by Maria Ressa. His framework was used as the basis of the researcher's data analysis, which concentrated only on the morpho-semantic elements of Maria Ressa's speeches. The researcher examined various forms of analysis, including word formation, meaning, and the language function of her word choice in her speeches.

In this study, the researcher analyzed the second research question, specifically the persuasive strategies used in Maria Ressa's speech, utilizing the framework of Aristotle's persuasive strategies and rhetorical devices, which highlight ethos, pathos, and logos. In the ethos analysis, the researcher identified the competence and trustworthiness of her speeches, as well as the credibility afforded by the authority and assurance the listener experiences. For the logos analysis, the researcher identified the logical side of the speaker, or the rational element, in the speeches. Lastly, the pathos analysis involved identifying the strategies used to evoke emotions in the listener. The study clarified Maria Ressa's language traits and persuasive techniques, demonstrating how she applied these techniques to disseminate her beliefs and persuade her audience.

Ethical Consideration

Researchers adhere to ethical principles when sourcing data from people. Typically, they aim to gain knowledge about real-life issues, devise the most effective treatments, study behavior, and improve lives. In this regard, importance must be given to the need for strict adherence to ethical guidelines in research to uphold integrity, enhance validity, and safeguard rights (Bhandari, 2022).

First, respect for persons was emphasized as a commitment to protect the autonomy of study participants. Measures were put in place to protect people from exploitation when their autonomy was violated. The dignity of every research participant was constantly upheld, ensuring that they were not merely used to serve the purposes of furthering study goals.

Furthermore, this investigation did not require permission or approval because it was based on publicly accessible corpora. It had no form of financial aid from institutions or industries that might influence it. It then evaluated the applicability of the research methodology in meeting the study goals, focusing on the significance of maintaining the integrity and dependability of the data through a rigorous reporting methodology.

Respect for Person. All participants in the study, especially the volunteers, deserve to be treated with utmost respect and a sense of trust. Respect towards the participants must be put into consideration in any kind of research, "with regard to age, sex, race, religion, political belief, and lifestyle or any other significant difference between such persons and the researchers themselves". Therefore, each

respondent must be treated equally, and every point raised during the research should be taken seriously (BERA, 2018; Mirza & Bellalem, 2023).

Since the transcribed YouTube videos are the only source of this study. The researcher ensures that the content is treated with integrity, taking care that, in the course of analyzing the speeches, the original intentions and contexts behind the words are safeguarded. Also, respect is offered to the creators and providers of the videos to maintain an ethical standard when utilizing publicly available data.

Confidentiality. Participants must be assured that their identities and other information regarding themselves are confidential, along with their anonymity. The data collected from participants should be secured to prevent unauthorized access, and researchers must ensure this is so. Researchers should also ensure that, when analyzing and presenting their results, all identifying information is deleted or masked, and the materials are stored in a secure location (Kaiser, 2009; Rana et al., 2023).

The researcher was careful in collecting and handling the analyzed data. The researcher always keeps in mind the responsibility to protect all the information in the safest manner, and all other people involved in the paper and data will remain anonymous. Further, the researcher preserves the results, discoveries made, and the identity of the person involved in the research. This way, the researcher uses code specific to the corpora to establish confidentiality; all contents used were kept private. To prevent other people from getting information that is solely for researcher access.

Consent. In conducting any study, it is necessary that people provide free, informed, and ongoing consent to participate in the study. Informing participants about the study, including its aims, methods, potential risks, and benefits, is crucial in obtaining their consent in qualitative research. At such times, participants should also have the right to withdraw from the whole or part of the activity at any time and be allowed to raise questions. Ensuring participants' ability to give informed consent and their understanding of what their participation in the research could lead to is important (Pietilä et al., 2020).

In this study, the principle of consent assumes a different dimension. As the primary data consists of publicly available speeches, direct consent from Maria Ressa may not be necessary under the ethical guidelines for publicly shared material. However, the researchers ensure that they respect the integrity of the content, represent the context of the speeches accurately, and do not misuse the data or corpora at hand.

Justice. It means that everyone was treated justly and that there was provision for equal opportunities, with everyone being treated fairly, and bias should not find its way to occur somewhere in the research, mainly concerning selecting participants who do not consider their age, sex, race, religion, socio-economic status, or even anything else (Farrugia, 2019). Additionally, justice is the sharing of the fair benefits or benefits to be gained from the work of research. Research participants have the right to share or benefit from the accumulated knowledge of what to do (Mack et al., 2005).

Since the speeches are publicly available, the researcher observes fairness, integrity, and accountability in the analysis of language use. In the study of Maria Ressa's speeches, there is an ethical requirement to ensure that her discourse is accurately represented, avoiding any misinterpretation or bias on the part of the researcher. Justice also comes into play through the recognition of power, the speaker's intention behind their words, and how society interprets them. This way, through ethical reasoning, researchers provide a balanced analysis that respects the subject's right to be understood in their proper context.

Beneficence. This means that researchers have the duty to always protect the safety of research participants. The idea is summarized in the phrases "do no harm" and "do everything possible to increase benefits while reducing risks" (Farrugia, 2019).

In this context, beneficence involves undertaking actions to help others while also protecting their well-being and security. The participants' right to remain free from potential harm or discomfort that they might experience in the investigation was protected by this principle. This principle also protected participants from exploitation, coercion, or other forms of punishment for not participating or withdrawing from a study, thereby showing respect for the potential risks and benefits to the participants (Barrow et al., 2019).

This study primarily focused on the significant role of discourse patterns in Maria Ressa's speeches, particularly in her persuasive manner and vocabulary use. It explores, in general, how society views her use of language as a potent tool for communication and influence. This research helped the broader community understand Maria Ressa's persuasive strategies and the innovations she uses in both online and offline discussions. The study could also provide insight that would allow people unfamiliar with her style of discourse to understand the techniques and terms she develops to persuade. Linguists also found value in this research because it was a useful resource for analyzing emerging language patterns and rhetorical strategies in public discourse.

Results and Discussion

This section presents the results of analyzing the transcribed data gathered from YouTube, which will be used in this discourse analysis. This was analyzed using Finegan's (2008) Linguistic Features theory for the first research question, and also utilized Aristotle's Persuasive Strategy theory for the second research question. Additionally, the presentation of the results followed the order of the research questions: What morpho-semantic features are used? And what are the persuasive strategies used in Maria Ressa's Speech?

What are the morpho-semantic features used in Maria Ressa's Speech?



This study identified three types of morphological processes present in Maria Ressa's speeches, specifically on international platforms. Using Finegan's theory on language construction, the data was analyzed. Hence, this study specifically focused on affixation, compounding, and initialism as key morphological processes evident in the identified corpora.

Consequently, morphology examines how words and phrases are organized in a language, focusing on how they combine to convey meaning. Understanding morphology was essential for grasping the basic rules of word creation, which in turn was crucial for effective communication. This knowledge can also help Maria Ressa improve the effectiveness of her speeches to her audiences. The study began by investigating affixation, specifically through prefixes and suffixes in word formation.

To further elaborate, Table 1.1 below illustrates the morphological aspect of affixation, analyzed by its term, structure, and examples from the data. The first column features common words found in the corpora, while the second column provides sample sentences that show how these words are used in context. These examples highlight how affixation alters word meaning and structure.

Table 1.1. *Affixation in Maria Ressa's Speech*

Terms	Structures	Sample Statements
Government (noun)	(verb) <i>govern</i> + <i>ment</i> (suffix)	<i>"But I had already survived information operations from my own government."</i> (MRS_01) <i>"Rappler have survived the last five years of government attacks."</i> (MRS_02) <i>"The Philippine government filed 11 investigations and cases against us."</i> (MRS_03)
Election (noun)	(verb) <i>elect</i> + <i>ion</i> (suffix)	<i>"How can you have election integrity if you do not have integrity of facts."</i> (MRS_02) <i>"One election stood out as a good election."</i> (MRS_06) <i>"We are close getting closer to your election date."</i> (MR_09)
Geopolitical (noun)	(prefix) <i>geo</i> + <i>political</i> (adjective)	<i>"That the geopolitical balance of power."</i> (MRS_03) <i>"This is how geopolitical power players are using technology."</i> (MRS_05) <i>"And they are part of military warfare in geopolitical power play."</i> (MRS_10)
Weaponization (noun)	(noun) <i>weapon</i> + <i>ization</i> (suffix)	<i>"That was followed a year later by the weaponization of the law."</i> (MRS_01) <i>"The third and last update of what happened it is the weaponization."</i> (MRS_02) <i>"It was a three-part weaponization of the Internet series."</i> (MRS_10)
Disinformation (noun)	(prefix) <i>dis</i> + <i>information</i> (noun)	<i>"126 million Americans were targeted by Russian disinformation."</i> (MRS_01) <i>"Disinformation is a new threat and is taking a significant toll."</i> (MRS_02) <i>"Investigative journalists used to find disinformation networks."</i> (MRS_05)
Dehumanization (noun)	(prefix) <i>de</i> + <i>human</i> (adjective) + <i>ization</i> (suffix)	<i>"The dehumanization of women is off the scale."</i> (MRS_06) <i>"Dehumanization and this becomes dangerous."</i> (MRS_07) <i>"They called me scrotum face dehumanization."</i> (MRS_09)
Freedom (noun)	(adjective) <i>free</i> + <i>dom</i> (suffix)	<i>"More than 80 global groups defending press freedom."</i> (MRS_02) <i>"I would speak not about press freedom but about innovation."</i> (MRS_08) <i>"You do not know what freedom feels like until you almost lose it."</i> (MRS_10)
Attacking (adjective)	(verb) <i>attack</i> + <i>ing</i> (suffix)	<i>"While the other side was already attacking me."</i> (MRS_01) <i>"Last month he then began attacking XXX."</i> (MRS_08) <i>"This was the same network attacking journalists."</i> (MRS_09)

Affixation. In linguistics, affixation was the process of adding affixes to a base or root word to create a new word with a different meaning, known as a derivational morpheme. It also establishes grammatical relationships, referred to as inflectional morphemes. Affixes are bound morphemes, meaning they must attach to a base or root to function as words. By altering the tense, meaning, number, and other grammatical features of words, affixation is crucial for word formation and allows languages to expand their vocabulary. This study focused on the derivational morphemes found in Maria Ressa's speeches on international platforms, examining the new words that emerge in her discourse.

Affixation was divided into five types; prefixation, suffixation, circumfixation, infixation, and superfixation. In this study, only prefixation and suffixation were evident in Maria Ressa's speech. Common terms in the analysis are highlighted in bold and italicized, while the affixes were hyphenated to emphasize the process.

Shown below was the noun word **government** represents the derivational suffix. Derivational morphemes are affixes that form new words from a base or root, which cannot stand alone. Suffixes are a type of bound morpheme added to the end of a root word. To further discuss, the base of the common term was **govern** which means lawfully rule over a nation and its people. Meanwhile, its suffix was **-ment** the process or action or doing something. By combining the roots and the suffix it then creates a new word and that is **government** which refers to a structure consisting of individuals that administers a country.

*"But I had already survived information operations from my own **government**"* (MRS_01).

*"Rappler have survived the last five years of **government** attacks"* (MRS_02).

*"The Philippine **government** filed 11 investigations and cases against us"* (MRS_03).

Beyond that, the noun word **election** shows bound suffix, in which the bound morpheme appears after the root as evident in the word. Moreover, the base of the word was **elect** refers to voters select someone to serve in public office or in another capacity. And its suffix **-ion** which means an action, condition, or outcome of performing something. Moreover, through the creation of a novel set of morphemes, the term **election** which denotes the official, organized procedure of casting votes for a political office or another role was established.

*“How can you have **election** integrity if you do not have integrity of facts” (MRS_02).*

*“One **election** stood out as a good” (MRS_06).*

*“We are close getting closer to your **election** date” (MRS_09).*

Aside from that, the noun word **geopolitical** represents bound prefix, that it needs to be attached to a root in order to function, it appears after the base as shown below. The reason why it was called derivational morpheme. Additionally, the base of the word geopolitical was **political** which means related to the country administration or politics. Also, its prefix was **geo-** refers to a about or having to do with the earth. As a result, when connected together, the base political and the prefix geo, it then creates new word which was **geopolitical**, which means pertains to politics, particularly international relations and how geography affects it.

*“That the **geopolitical** balance of power” (MRS_03).*

*“This is how **geopolitical** power players are using technology” (MRS_05).*

*“And they are part of military warfare in **geopolitical** power play” (MRS_10).*

Next, the term **weaponization** illustrates the application of a derivational suffix. The root word **weapon** which signifies any item utilized in warfare, including knives, bombs, or firearms, merges with the suffix **-ization**, which indicates the action, process, or outcome of making or becoming. Given that the suffix cannot exist independently, its addition to the base creates a new term **weaponization** which refers to the process of converting something into a weapon, frequently with the capacity to inflict extensive damage or devastation.

*“That was followed a year later by the **weaponization** of the law. (MRS_01).*

*“The third and last update of what happened it is the **weaponization**” (MRS_02).*

*“It was a three-part **weaponization** of the Internet series” (MRS_10).*

Following this, the noun word **disinformation** entails a bound prefix, which the morpheme used in the word cannot stand alone. Accordingly, the base of the word was **information**, which means knowledge gained through research, education, or study. And its prefix was **dis-** refers to make disparaging remarks or offering criticism. Thus, when connected, it creates new lexical words and categories, which was **disinformation** a misleading information meant to deceive.

*“126 million Americans were targeted by Russian **disinformation**” (MRS_01).*

*“**Disinformation** is a new threat and is taking a significant toll” (MRS_02).*

*“Investigative journalists used to find **disinformation** networks” (MRS_05).*

Similarly, the noun **dehumanization** exemplifies the application of both a derivational prefix and a suffix. When considered in isolation, the term does not possess an independent meaning and only acquires significance when it is linked to a free morpheme. The root word, **human**, signifies the attributes or characteristics that are associated with human beings. The prefix **de-** conveys a sense of reversal or removal, whereas the suffix **-ization** denotes an action, process, or outcome. When these morphemes are amalgamated, they create the term **dehumanization**, which pertains to the process of stripping individuals or groups of their human attributes, frequently by denying their dignity, empathy, or moral value.

*“The **dehumanization** of women is off the scale” (MRS_06)*

*“**Dehumanization** and this becomes dangerous” (MRS_07).*

*“They called me scrotum face **dehumanization**” (MRS_09)*

Apart from that, the noun word **freedom** serves as an illustration of the process of derivational suffixation. The root word, free, conveys the capacity to act or make decisions in accordance with one’s own volition. Affixed to this root is the Old English suffix **-dom**, which denotes a state or condition of existence. Consequently, the merging of **free** and **-dom** yields the term **freedom**, which signifies the condition of being able to act, articulate, or contemplate without hindrance or external influence.”

*“More than 80 global groups defending press **freedom**” (MRS_02).*

*“I would speak not about press **freedom** but about innovation” (MRS_08).*

*“You do not know what **freedom** feels like until you almost lose it.” (MRS_10)*

In addition, the adjective **attacking** exemplifies the application of a bound suffix. The base word **attack** signifies the act of executing a strong or aggressive action against a target or adversarial forces. When it is combined with the suffix **-ing** which denotes a verbal action, event, or its outcome, it results in the term **attacking**. This word characterizes the act of partaking in or commencing a forceful or violent action.

“While the other side was already **attacking me**” (MRS_01).

“Last month he then began **attacking XXX**” (MRS_08).

“This was the same network **attacking journalists**” (MRS_09).

Alongside the processes previously mentioned, this research also investigated the morphological phenomenon of compounding. Compounding is defined as the amalgamation of two or more morphemes to form a new lexical entity, frequently designed for a specific context or purpose. This phenomenon may encompass both bound and free morphemes. As an essential mechanism in linguistic evolution, compounding plays a significant role in expanding vocabulary and expressing intricate or subtle ideas. As a result, compounding serves as a vital linguistic instrument for enhancing vocabulary and conveying complex meanings. To illustrate this, the compound words used by Maria Ressa in her public addresses were examined. The results reveal how she deliberately uses compounding to generate new terms, showcasing both linguistic innovation and communicative accuracy.

Additional insights were provided in Table 1.2, which details various compound words found in Ressa’s speeches. The first column enumerates frequently employed compounds, while the second column delineates the structural classification or semantic composition of each word based on its formation and contextual significance.

Table 1.2. *Compounding in Maria Ressa’s Speeches*

Term	Structure	Sample Statement
Warfare (noun)	War + fare	“Their platforms designs exploited by power and money in information warfare .” (MRS_01) “Leads to information operations and information warfare .” (MRS_09) “And they are part of military warfare in geopolitical power play.” (MRS_10)
Battlefield (noun)	Battle + field	“So, class of 2024, welcome to the battlefield .” (MRS_01) “I should say welcome to the battlefield .” (MRS_04) “Somebody who takes that decision on a battlefield .” (MRS_07)
Microtargeting (noun)	Micro + targeting	“ Microtargeting operations are engineered to structurally undermine human.” (MRS_02) “Now goes to microtargeting is not the same as advertising.” (MRS_07) “Highly profitable microtargeting operations are engineered to structurally undermine human will.” (MRS_10)
Namesake (noun)	Name + sake	“Win of a new XXX the namesake of our former dictator XXX.” (MRS_03) “We elected his only son and namesake and thankfully we are still in purgatory.” (MRS_06) “We now have his son and namesake as our president.” (MRS_09)
Free speech (noun)	Free + speech	“ Free speech used to pound you to silence, 90 hate messages per hour in 2016.” (MRS_01) “This is not a free speech issue.” (MRS_04) “This is free Speech being used to stifle.” (MRS_06)
Social media (noun)	Social + media	“Filipinos spent the most time online and on social media globally.” (MRS_01) “ Social media prioritizes the spread of Lies laced with anger and hate.” (MRS_07) “Surgeon General just announced that you know social media is harmful to our children.” (MRS_09)
Newsroom (noun)	News + room	“XXX our largest broadcaster a newsroom that I once led.” (MRS_02) “I have watched how things have developed both for your newsroom .” (MRS_03) “You know that I would get arrested in my own newsroom .” (MRS_08)
Warzone (noun)	War + zone	“I have worked in conflict zones and warzone .” (MRS_02) “ Warzone in Asia reported on hundreds of disasters.” (MRS_04) “You know as a warzone correspondent.” (MRS_05)
Whistle-blower (noun)	Whistle + blower	“The XXX whistle-blower .” (MRS_04) “People like XXX, he is a whistle-blower .” (MRS_09) “XXX is a whistle-blower .” (MRS_10)
Deepfakes (noun)	Deep + fakes	“The corruption of our information ecosystem is about to get worse because of deepfakes .” (MRS_01) “Bad translations that’s before all the deepfakes started taking off.” (MRS_06) “AI technology which can actually do deepfakes pretty convincingly.” (MRS_07)
Fact-checks (verb)	Facts + checks	“Remember fact-checks are really boring.” (MRS_03) “ Fact-checks do not spread as much.” (MRS_06) “Their task every day was to take the identified fact-checks .” (MRS_09)
Bottom-up (adjective)	Bottom + up	“Then the bottom-up attacks in the Philippines against us.” (MRS_01) “Our communities these bottom-up attacks like AstroTurf.” (MRS_06) “Tear us down to compliment the bottom-up attacks on social.” (MRS_08)
Cellphone (noun)	Cell + phone	“This is asymmetrical Warfare information operations and it comes directly to your Cellphone .” (MSR_05) “ Cellphone this monitors you right whether you are whether it is social media.” (MRS_06)

*“We actually created a metal case for our **cellphone**.” (MRS_08)*

Initially, the word **“warfare”** was a noun, which means a participation in or the operation associated with war or conflict, it is a compound word because of the combination of the two words which are **“war”** which means, to be engaged in a heated or active dispute, and **“fare”** which means, the amount of money paid for a trip on different transportation. It is part of compounding, considering that the two words have different meanings and functions, but create one form when combined. The phrases below showed how compound words were utilized in the analyzed speeches of Maria Ressa as follows:

*“Their platforms designs exploited by power and money in Information **warfare**.” (MRS_01)*

*“Leads to information operations and information **warfare**” (MRS_09).*

*“And they are part of military **warfare** in geopolitical power play.” (MRS_10)*

Aside from that, the noun **“battlefield”**, denoting a site where a battle occurred or had previously occurred, was created through the process of compounding. It merged the terms **“battle”**, which signifies an open conflict typically between two factions, and **“field”**, which pertains to a tract of land. This illustrated the concept of compounding, as each individual word possessed a unique meaning, yet together they formed a new term with a specific, cohesive idea. The expression **battlefield** was utilized in Maria Ressa’s speeches in the following manner:

*“So class of 2024, welcome to the **battlefield**” (MRS_01).*

*“I should say welcome to the **battlefield**” (MRS_04).*

*“Somebody who takes that decision on a **battlefield**” (MRS_07).*

Additionally, the term **“microtargeting”**, denotes a form of internet-based targeted advertising that employed personal data analysis to discern an individual's interests with the objective of influencing their behavior. This term was created through the process of compounding by amalgamating two distinct words **“micro”**, which signified something exceedingly small or imperceptible to the naked eye, and **“targeting”**, which referred to the act of directing attention, criticism, or promotion toward a particular individual or group. As a compound, **microtargeting** integrated these individual meanings to yield a new term that expressed a more nuanced and specialized concept. The subsequent excerpts demonstrated how Maria Ressa utilized this term in her speeches to underscore the strategic manipulation of digital platforms and user data.

*“**Microtargeting** operations are engineered to structurally undermine human” (MRS_02).*

*“Now goes to **microtargeting** is not the same as advertising” (MRS_07).*

*“Highly profitable **microtargeting** operations are engineered, to structurally undermine human will” (MRS_10).*

Furthermore, the noun **“namesake”**, means a person or entity that shares the same name as another, was also created through the process of compounding. It emerged from the combination of the term **“name”**, which refers to a word or phrase used to identify a person, animal, or object, and **“sake”**, which conveys the notion of benefit or purpose. The amalgamation of these two distinct morphemes resulted in a new lexical item **namesake** that possesses a meaning separate from its individual components. This compound term was utilized in the speeches of Maria Ressa, as illustrated in the subsequent phrases:

*“Win of a new XXX the **namesake** of our former dictator XXX” (MRS_03).*

*“We elected his only son and **namesake** and thankfully we are still in purgatory” (MRS_06).*

*“We now have his son and **namesake** as our president” (MRS_09).*

Furthermore, the noun phrase **“free speech”**, implies the liberty to articulate thoughts and ideas without outside interference, was also created through the process of compounding. It emerged from the amalgamation of two individual terms **“free”**, which signifies not being under the authority or control of another, and **“speech”**, which pertains to the capacity to produce sounds to express ideas or emotions. As a compound, **free speech** exemplified how separate lexical items could coalesce to create a new concept with significant sociopolitical importance. The subsequent excerpt illustrates how Maria Ressa utilized this term in her speeches to advocate for democratic rights and press freedom.

*“**Free speech** used to pound you to silence” (MRS_01).*

*“This is not a **free speech** issue” (MRS_04).*

*“This is **free Speech** being used to stifle” (MRS_06).*

In continuation, the noun phrase **“social media”**, which indicates a digital platforms and technologies that facilitate user engagement in social networking and content sharing, was also created through the process of compounding. This term emerged from the fusion of two separate words **“social”**, relating to society or its institutions, and **“media”**, signifies the primary channels of mass communication.

The blending of these components resulted in a term that embodies a contemporary, interactive form of communication with extensive social and political ramifications. The subsequent excerpt illustrates a sample usage of the term as it was presented in Maria Ressa's speeches:

*"Filipinos spent the most time online and on **social media** globally" (MRS_01).*

*"**Social media** prioritizes the spread of Lies laced with anger and hate" (MRS_07).*

*"Surgeon General just announced that you know **social media** is harmful to our children" (MRS_09).*

Moreover, the noun "**newsroom**" signifies a location where news is produced and edited, usually within a newspaper or broadcasting facility, which was also created through the process of compounding. It amalgamated the term "**news**", which signifies newly acquired information regarding recent or significant events, with "**room**", indicating a physical area designated for a specific function. As a compound, **newsroom** illustrates how two separate lexical elements can converge to form a new term with a precise, functional significance. The subsequent excerpt demonstrates how this term was employed in Maria Ressa's speeches:

*"XXX our largest broadcaster a **newsroom** that I once led" (MRS_02).*

*"I have watched how things have developed both for your **newsroom**" (MRS_03).*

*"I would get arrested in my own **newsroom**" (MRS_08).*

Similarly, the noun word "**warzone**", which means an area where a conflict is being fought. The word also has undergone compounding process, by combining the two words "**war**" means combat between two or more nations or groups, and "**zone**" means a section within a city dedicated to a specific activity or purpose. It is part of compounding since it creates new word and meaning. Sample utilization of the word is presented below:

*"I have worked in conflict zones and **warzones**" (MRS_02).*

*"**Warzones** in Asia reported on hundreds of disasters" (MRS_04).*

*"You know as a **warzone** correspondent" (MRS_05).*

Likewise, the noun word "**whistle-blower**", means someone who provides information about an individual or group involved in illegal activities. The word was formed through compounding process by combining two words "**whistle**", means to force air into a tiny opening or passage, particularly through the lips, or using a special instrument attached to the lips in order to produce a high sound, and "**blower**", which means something or someone that blows. It is part of compounding since it creates a new set of word and meaning through the use of hyphen. Below is an example of its utilization in the speeches of Maria Ressa:

*"The XXX **whistle-blower**" (MRS_04).*

*"People like XXX, he is a **whistle-blower**" (MRS_09).*

*"XXX is a **whistle-blower**" (MRS_10).*

Furthermore, the term "**deepfakes**" pertains to images or videos that have been misleadingly altered to show an individual saying or performing actions they never truly engaged in. This term was created through the process of compounding, merging the words "**deep**" indicating a significant depth beneath a surface or location, and "**fake**", which denotes something that lacks authenticity or genuineness. As a compound, **deepfakes** exemplified the way in which separate words can combine to create a novel term with a precise and modern significance. The subsequent phrases illustrate how Maria Ressa utilized such compound words in her addresses:

*"The corruption of our information ecosystem is about to get worse because of **deepfakes**" (MRS_01).*

*"Bad translations that is before all the **deepfakes** started taking off" (MRS_06).*

*"AI technology which can actually do **deepfakes** pretty convincingly" (MRS_07).*

Furthermore, the verb "**fact-checks**", meaning the act of examining a claim or issue to verify its accuracy, was also derived through the compounding process. It combines the words "**fact**" which refers to something that has been established or verified as true, and "**checks**", meaning to inspect or evaluate something to determine its validity or quality. As a hyphenated compound, **fact-checks** exemplifies how distinct lexical elements can be merged to form a new word with a specific, actionable meaning. The following excerpt demonstrates how Maria Ressa employed this term in her speeches to emphasize the importance of truth verification in journalism and public discourse.

*"Remember **fact-checks** are really boring" (MRS_03).*

*"**Fact-checks** don not spread as much" (MRS_06).*

*"Their task every day was to take the identified **fact-checks**" (MRS_09).*



In addition, the term **“bottom-up”**, which signifies an approach that begins at the lowest levels and progresses upward, was also developed through the process of compounding. This term was formed by merging **“bottom”**, which refers to the lowest part or element of something, with **“up”**, indicating movement toward a higher location or position. As a hyphenated compound, **bottom-up** serves as an example of how two separate words can combine to express a unique and intricate idea. The term was utilized in the speeches of Maria Ressa, as demonstrated in the subsequent example:

*“Then the **bottom-up** attacks in the Philippines against us” (MRS_01).*

*“Our communities these **bottom-up** attacks like AstroTurf” (MRS_06).*

*“Tear us down to compliment the **bottom-up** attacks on social” (MRS_08).*

Similarly, the noun word **“cellphone”**, means a portable phone that is typically cordless and used in a cellular system. The word was formed through a compounding process, by combining the two words **“cell”** which means a mass of cytoplasm that has a cell membrane enclosing it, and **“phone”** is a device that allows you to communicate with someone who owns a similar device via system or radio signals. It is part of compounding since the two words are combined to create a new set of words and meaning. The phases below show how the word is utilized in the speech of Maria Ressa as follows:

*“This is asymmetrical Warfare information operations and it comes directly to your **Cellphone**” (MSR_05).*

*“**Cellphone** this monitors you right whether you are whether it is social media” (MRS_06).*

“We actually created a metal case for our for our cell phone” (MRS_08).

Lastly, the morphological process examined in this study was initialism. It is specific kind of abbreviation identified as initialism. It is developed by taking the first letters of a group of words and indicating them in the form of a string of letters, each stated individually. Long phrases are frequently made shorter and simpler.

Initialisms are frequently employed across various professional and academic domains, particularly in contexts where technical terminology or lengthy organizational names are prevalent. Furthermore, the creation of initialisms demonstrates the adaptability of language to meet social and communicative needs.

As the pace of information exchange quickens in the digital era, individuals instinctively lean towards linguistic shortcuts that maintain meaning while alleviating cognitive burden. Aligning with this, the terminology used by Maria Ressa during her speech helped her audience understand complex ideas in a more structured and retentive way.

Table 1.3 *Initialism in Maria Ressa’s Speeches*

Terms	Structure	Sample Statement
FBI	FBI- Federal Bureau of Investigation	<i>He is also wanted by the FBI for sex trafficking (MRS_03). Agents from our FBI in the Philippines (MRS_04). I will always remember this plane clothes Agents from FBI (MRS_07).</i>
EU	EU- European Union	<i>Thanks to the EU for taking leadership (MRS_02). EU has the most aggressive legislation (MRS_05). This year in India Taiwan most recently the EU (MRS_06).</i>
AI	AI- Artificial Intelligence	<i>Personal experiences sucked into a database organized by AI (MRS_01). Fake accounts using AI generated photos (MRS_02). Whether it is the AI of social media (MRS_06).</i>
GPT	GPT- Generative Pre-trained Transformer	<i>Summarize for you like chat GPT into three bucket number (MRS_07). It came out the same time as chat GPT (MRS_09). Chat GPT is built with AI supercomputers that run for months (MRS_10).</i>
CNN	CNN- Cable News Network	<i>Not just the social media outlets like CNN (MRS_03). I was still CNN Jakarta bureau chief (MRS_04). I had spent 20 years with CNN (MRS_08).</i>

Based on Table 1.3 above it showed another morphological feature, namely initialism. The table presents a common set of initials identified from Maria Ressa's speeches. The first column indicated the structure or definition of each initial identified, wherein the third column presented sample utterances from the corpora.

With this, in many disciplines, initialisms are frequently employed. Including government, technological advancement, science and more. Since it offers an efficient means to refer to groups, ideas or specialized terms that have extended titles. In this study, the use of initialisms is evident in the identified corpora.

The first common initialism or term found in the data during Maria Ressa's speech sessions is the **FBI**. Initialisms refers to the individual pronunciation of the initials. Further, FBI stands for **Federal Bureau of Investigation** which serves as the primary investigative body of the federal government, responsible for probing crimes against the United States and executing a range of functions associated with national security. Accordingly, FBI has three words, first was **Federal** which pertains to a system of governance in which several states

come together while preserving their individual autonomy and **Bureau** refers to a specialized administrative division. Lastly, the word **Investigation** means the process of examining a crime, matter, claim, or similar subject. As a result, Maria Ressa employed the mentioned term to shorten the phrase and for the citizens to familiarize it.

*“He is also wanted by the **FBI** for sex trafficking” (MRS_03).*

*“Agents from our **FBI** in the Philippines” (MRS_04).*

*“I will always remember this plane clothes Agents from **FBI**” (MRS_07).*

Aside from that, the term **EU** stands **European Union** entails to a union of 27 European countries has come together with the aim of enhancing, streamlining, and protecting the well-being of their citizens. They have chosen to collaborate and provide mutual assistance. Additionally, the initial EU consists of two words, firstly the word **European** pertains to Europe and its people, and the second word **Union** which means the state of uniting or being united, particularly within a political context.

*“Thanks to the **EU** for taking leadership” (MRS_02).*

*“**EU** has the most aggressive legislation” (MRS_05).*

*“This year in India Taiwan most recently the **EU**” (MRS_06).*

Similarly, the term **AI** stands for **Artificial Intelligence** pertains to a developed computer systems capable of performing tasks such as speech recognition, visual perception, decision-making, and language translation, which usually require human cognitive abilities. Moreover, the initial AI is composed of two words, first is **Artificial** which means produced or constructed by humans rather than occurring in nature, especially when it serves as a copy of a natural object, and **Intelligence** refers to the ability to acquire and apply new knowledge and skills. Further, below is the sample utilization of Maria Ressa of the said initial.

*“Personal experiences sucked into a database organized by **AI**” (MRS_01).*

*“Fake accounts using **AI** generated photos” (MRS_02).*

*“Whether it is the **AI** of social media” (MRS_06).*

Nonetheless, the term **GPT** was also evident on the data collected, which stands for **Generative Pre-trained Transformer** which pertains to a complex mathematical model of text or other forms of data that allows a computer to perform specific tasks, such as generating and understanding language, recognizing and creating images, and solving problems, in a way that seems analogous to human cognitive processes. In addition, the initial GPT consists of three words: **Generative** refers to be able to create or generate something, **Pre-trained** pertains to being trained ahead of time, lastly **Transformer** which means it modifies an electrical voltage to either an increased or decreased level through the use of electrical devices. As a result, Maria Ressa utilized this initial during her speech.

*“Summarize for you like chat **GPT** into three bucket number” (MRS_07).*

*“It came out the same time as chat **GPT**” (MRS_09).*

*“Chat **GPT** is built with AI supercomputers that run for months” (MRS_10).*

Lastly, the term **CNN** stands for **Cable News Network** which entails to a U.S. company that provides international television news broadcasts. With that, the initial CNN composed of three independent words. Firstly, the word **Cable** refers to a wire or multiple wires that are insulated and encased in a protective layer, utilized for transmitting signals in telecommunications or electrical applications, next is the word **News** which means a newly acquired information or noteworthy details, especially regarding recent or important events. And last, **Network** pertains to a large system consisting of multiple similar elements interconnected to facilitate movement or communication among the elements, between the elements and a central control unit, or directly among the elements themselves. Thus, Maria Ressa employed this initial during her speech.

*“Not just the social media outlets like **CNN**” (MRS_03).*

*“I was still **CNN** Jakarta bureau chief” (MRS_04).*

*“I had spent 20 years with **CNN**” (MRS_08).*

Semantic. This is concerned with the meanings of words. The focus is on the standard meanings of words rather than the speaker's intentions. This can apply to individual words or whole texts. For example, although “destination” and “last stop” have similar meanings, semantics explores the subtle differences between them.

Thus, semantics plays a crucial role in understanding how language works and how people use it to express meaning. Understanding semantics enables individuals to comprehend not just the direct meanings of words but also the deeper ideas they convey, which is essential for accurately interpreting messages.

Table 1.4 *Semantic in Maria Ressa’s Speech*

Terms	Referential Meaning	Sample Statement
virus (noun)	It refers to the misinformation spreading online.	“Our information ecosystem is broken a virus has been Unleashed.” (MRS_05) “A virus comes in and there is exponential lies that are coming.” (MRS_08) “This virus of lies need to stop.” (MRS_10)
gatekeepers (noun)	It is the traditional role of journalists in filtering and verifying information before it reaches the public.	“The old gatekeepers the other is technology with its god-like power the new gatekeepers .” (MRS_02) “The replacement of news organizations as gatekeepers by technology.” (MRS-06) “XX tech companies became the new gatekeepers .” (MRS_08)
toxic sludge (noun)	The manipulative decisive disinformation increased online, undermining truth and trust.	“That hate and violence the toxic sludge that is coursing through our information ecosystem.” (MRS_02) “All of this is pumping what I called toxic sludge .” (MRS_04) “We are being pumped full of toxic sludge when we cannot believe in the goodness of human nature.” (MRS_09)
battlefield (noun)	Metaphorically to describe the fight for truth and democracy, particularly in the context of disinformation and authoritarianism.	“So, class of 2024, welcome to the battlefield .” (MRS_01) “I should say welcome to the battlefield .” (MRS_04) “Somebody who takes that decision on a battlefield .” (MRS_07)
purgatory (noun)	Refers to the fight in the digital age for truth and democracy.	“We were in hell and now we are in purgatory .” (MRS_01) “I have to be happier right because we are now in purgatory .” (MRS_02) “In our 2022 elections we moved to purgatory .” (MRS_06)
pipeline (noun)	It pertains to the digital flow of information system.	“A tech-based kind of pipeline .” (MRS_03) “The data pipeline that we collected here.” (MRS_09) “A tech-based kind of pipeline called XX.” (MRS_10)
upstream (adverb)	The source of systemic problems, particularly in the context of disinformation and democracy.	“Happens further upstream where algorithms of amplification.” (MRS_02) “Got to go upstream to where the pollution begins.” (MRS_07) “ Upstream , you have the algorithms.” (MRS_10)

Based on Table 1.4, the semantic features in Maria Ressa’s speeches are illustrated. Presented in the table are the common words identified in the corpora. The first column displays the different terms, and the second column shows the referential meaning (i.e., the word's meaning directly relates to the references), which was derived from the corpora, followed by the third column, which demonstrates sample statements from the speech.

It was concerned with the meanings of words. The focus is on the standard meanings of words rather than the intentions of the speaker. This can apply to individual words or whole texts. For example, although “destination” and “last stop” have similar meanings, semantics explores the subtle differences between them.

With this, the word noun “**virus**”. An infectious agent, usually composed of a nucleic acid molecule encased in a protein coat, is too small to be observed with light microscopy and can only reproduce inside the living cells of a host, which is the misinformation spreading online. The phares below showed how the word “**virus**” was being utilized in the speech of Maria Ressa.

“Our information ecosystem is broken a **virus** has been Unleashed” (MRS_05).

“A **virus** comes in and there is exponential lies that are coming” (MRS_08).

“This **virus** of lies need to stop” (MRS_10).

Moreover, “**gatekeepers**” is a noun and compound word. It refers to an attendant who works to regulate who enters a gate, a traditional role of journalists in filtering and verifying information before it reaches the public. The sample statement below demonstrated the used of the word “**gatekeepers**” in the corpora.

“The old gatekeepers the other is technology with its god-like power the new **gatekeepers**” (MRS_02).

“The replacement of news organizations as **gatekeepers** by technology” (MRS-06).

“XX tech companies became the new **gatekeepers**” (MRS_09).

In addition, the noun phrase “**toxic sludge**” means a type of waste that is poisonous and harmful, it refers to the manipulative, decisive disinformation that has increased online, undermining truth and trust. The phases below show the utilization of the phrase “**toxic sludge**” in Maria Ressa’s speech.

“That hate and violence the **toxic sludge** that is coursing through our information ecosystem” (MRS_02).

“All of this is pumping what I called **toxic sludge** (MRS_04).



*“We are being pumped full of **toxic sludge** when we cannot believe in the goodness of human nature” (MRS_09).*

Aside from that, **“battlefield”** is a noun. It refers to the area that was or is the site of a battle, where a fight for truth and democracy is waged, particularly in the context of disinformation and authoritarianism. The phrases below present the use of the word **“battlefield”** in the corpora.

*“So, class of 2024, welcome to the **battlefield**” (MRS_01).*

*“I should say welcome to the **battlefield**” (MRS_04).*

*“Somebody who takes that decision on a **battlefield** (MRS_07).*

Besides, the noun word **“purgatory”**. Means a location or condition of agony where sinners' spirits reside as they atone for their transgressions before entering heaven; it is the national political condition. The phrases below show the use of the word **“purgatory”** in Maria Ressa’s speech.

*“We were in hell and now we are in **purgatory**” (MRS_01).*

*“I have to be happier right because we are now in **purgatory**” (MRS_02).*

*“In our 2022 elections we moved to **Purgatory**” (MRS_06).*

Besides, **“pipeline”** is a noun. It is a lengthy pipe used for long-distance transportation of gas, oil, etc., usually underground, it is the digital flow of information system. The phrases below show the utilization of the word **“pipeline”** in the corpora.

*“A tech-based kind of **pipeline**” (MRS_03).*

*“The data **pipeline** that we collected here” (MRS_09).*

*“A tech-based kind of **pipeline** called XX” (MRS_10).*

For all of that, the term **“upstream”** is an adverb. Means the opposite direction of a stream or river, it is the source of systemic problems, particularly in the context of disinformation and democracy. The phrases below presented the used of the word **“upstream”** in the speech.

*“Happens further **upstream** where algorithms of amplification” (MRS_02).*

*“Got to go **upstream** to where the pollution begins” (MRS_07).*

*“**Upstream**, you have the algorithms” (MRS_10).*

Discourse Types in Maria Ressa’s Speeches

In this study, the four types of discourse utilized by Maria Ressa were analyzed, namely: description, narration, exposition, and argument. Therefore, these four types were evident in Maria Ressa’s speeches, particularly in international settings, where she delivered her speeches at various events, crafting her narratives to educate, captivate, and influence her audiences. By utilizing vivid imagery, engaging personal anecdotes, and comprehensible elucidations of intricate matters. To further discuss, the function of description was generally to explain the whole content or any speeches. At the same time, narration aimed to illustrate precisely what happened and how it occurred within the text or speeches. The next one is exposition, which provides the audience with specific information along with an explanation to help them fully understand what drives the speakers and writers.

Lastly, there is the argument that starts with an assertion and then offers proof to support the claim. Utilizing these four types of discourse made speeches clearer, more engaging, and persuasive. These discourse types enabled speakers to connect with their audiences, convey ideas effectively, and present compelling arguments. Descriptive language enabled audiences to fully understand a topic, while narration presented events and ideas in a clear and organized manner. Expository writing clarified complex ideas, making them easier for listeners to understand. Well-supported arguments enhanced credibility, encouraging audiences to think critically about the presented ideas. Moreover, combining these methods increased audience engagement, allowing listeners to connect emotionally and intellectually with the speaker’s message.

Table 2. *Types of Discourse in Maria Ressa’s Speech*

Types of Discourse	Sample Utterance
Descriptive	<p><i>“I could see a community that was shattered but yet came back together.” (MRS_03)</i></p> <p><i>“XXX who is the former president of the New York Times, he is big and tall and a white male, and I am short and little and a brown female.” (MRS_09)</i></p> <p><i>“I had not really slept. And it is cold. Super bad combo for a Wawa run. Well, that woke me up and as I was putting my jacket on, I felt exhilarated.” (MRS_10)</i></p> <p><i>“I have been a journalist for more than 35 years, I have worked in conflict zones and war zones in Asia reported on hundreds of disasters, and while I have seen so much bad, I have also documented so much good.” (MRS_02)</i></p>

Narration	<p><i>“My team and I were leaving the capital Delhi to head to Suwai, which is about four hours away. We were about halfway there when we stopped for gas and a source came running to our car, he asked for a ride back to Dilly because he said he was being hunted.” (MRS_05)</i></p> <p><i>“In order to travel anywhere now, I have to get approval from the courts that hold the seven charges against me. So, three of the ten have already been thrown out. By Wednesday, February 16th, I had six approvals, but it was already a few hours before I was supposed to get on my nearly 16-hour flight direct from Manila.” (MRS_10)</i></p> <p><i>“That is what happened in 2016 when 126 million Americans were targeted by Russian disinformation, and on January 6th in the violence on Capitol Hill, when Silicon Valley sins came home to roost.” (MRS_01)</i></p>
Exposition	<p><i>“Numbers the studies show us that women are attacked anywhere, from three to ten times more than me, and the attacks are vicious it is about how you look how you sound how you walk how you talk and these attacks quickly turn sexual.” (MRS_05)</i></p> <p><i>“January last year, Oxford University Computational Propaganda Research Project said that cheap armies on social media we are rolling back democracy in at least 81 countries around the world.” (MRS_10)</i></p> <p><i>“What happened to us in the Philippines, it is here. The campus protests are testing everyone in America. Protests are healthy, they should not be violent. Protests give voice, they should not be silenced.” (MRS_01)</i></p> <p><i>“This insidious manipulation of our emotions. They get to our biology, this insidious manipulation of our emotions for profit is partly why all around the world we are electing illiberal leaders democratically and after they each crush the institutions of democracy in each of our countries.” (MRS_04)</i></p>
Argumentation	<p><i>“One of the greatest dangers that technology has done today is it is robbing us, of History of context, of nuance, and it is insidiously manipulating us.” (MRS_07)</i></p>

Based on Table 2 above, the first column consists of four types of discourses, namely description, narration, exposition, and argument. While the second column consists of sample utterances that are identified and evident in the corpora present in Maria Ressa's speeches.

Descriptive. This was the first type of discourse. It employs sensory details to help the audience visualize what is being described. Descriptive passages focus on an object's appearance, sounds, feelings, tastes, and smells. They often incorporate adjectives and nouns that highlight the physical traits of a person, place, or thing. Ultimately, the goal of these descriptions is to enable readers to envision characters, events, and settings vividly.

Eventually, in the third corpus, the speaker also employed description in her discourse. *“I could see a community that was shattered but yet came back together.”* The terms *“shattered”* (adjective) and *“came back together”* effectively depict the community's challenges and recovery. *“Shattered”* evokes the image of something broken, illustrating the difficulties they encountered, while *“came back together”* emphasizes their resilience and unity.

“I could see a community that was shattered but yet came back together” (MRS_03).

Aside from that, the passage in corpora number nine is descriptive because it provides details about physical appearance and identity. By stating, *“He is big and tall”* describes the appearance of the man, and *“a white male”* adds details. The speaker contrasts this with *“I am short and little”* and *“a brown female,”* describing their own physical traits. Since it focuses on visual and identity differences, it fits the descriptive type of discourse.

“XXX who is the former president of the New York Times, he is big and tall and a white male, and I am short and little and a brown female” (MRS_09).

Ultimately, the last corpora the speaker utilized descriptive in her speech. Commencing, *“I had not really slept”* then, *“it is cold”* gives a sensory detail about the environment. *“Super bad combo for a Wawa run”* expresses the speaker's discomfort. The phrase *“Well, that woke me up”* shows a shift in feeling, and *“as I was putting my jacket on, I felt exhilarated”* describes their emotional response. These details help the reader visualize and experience the passage, making it fit the descriptive type of discourse.

I had not really slept. And it is cold. Super bad combo for a Wawa run. Well, that woke me up and as I was putting my jacket on, I felt exhilarated (MRS_10).

Narration. When it comes to storytelling, narration plays a crucial role in engaging readers or listeners while presenting information clearly and in a logical order. That is why the listed corpora employed narration focusing on the transmission of speeches in rhetorical form during Maria Ressa's speeches. With this, the second corpus identified from Maria Ressa's speech at the Harvard Commencement.

Accordingly, this is an example of narration since it entails Maria Ressa's firsthand past experience as a journalist. *“I have been a journalist for more than 35 years, I have worked in conflict zones and war zones in Asia reported on hundreds of disasters, and while I've seen so much bad, I have also documented so much good”*. It further elaborated the narrative with the past experience she had with her team and company, *“When people who have nothing offer you what they have, part of how we a Rappler have survived the last five years of government attacks.”* The incorporation of historical events and emotional introspection contributes to the establishment of authenticity and enhances the reader's involvement.

“I have been a journalist for more than 35 years, I have worked in conflict zones and war zones in Asia reported on hundreds of disasters, and while I have seen so much bad, I have also documented so much good. When people who have nothing offer you what

they have part of how we a Rappler have survived the last five years of government attacks” (MRS_02).

Additionally, shown below are the identified narrations in which storytelling and sequencing were more evident, which is a great example of narration. It begins by the speaker commencing, “My team and I were leaving the capital Delhi to head to Suwai, which is about four hours away.” followed by the next event, “We were about halfway there when we stopped for gas and a source came running to our car, he asked for a ride back to Dilly because he said he was being hunted”. his passage demonstrates narration by providing a chronological account of events from a first-person viewpoint. The incorporation of vivid descriptions and direct quotations enhances the narrative quality and facilitates the reader's visualization of the unfolding scenario.

“My team and I were leaving the capital, Delhi, to head to Suwai, which is about four hours away. We were about halfway there when we stopped for gas and a source came running to our car, he asked for a ride back to Dilly because he said he was being hunted” (MRS_05).

Finally, from the corpora number ten, the speaker it demonstrated an example of narration, where the speaker also shares events in her life in a narrative manner. it starts with the statement,

“In order to travel anywhere now, I have to get approval from the courts that hold the seven charges against me.” Then added “So, three of the ten have already been thrown out.” Ending it with a statement, “By Wednesday, February 16th, I had six approvals, but it was already a few hours before I was supposed to get on my nearly 16-hour flight direct from Manila.” This excerpt exemplifies narrative writing by detailing a series of personal events from the viewpoint of the speaker. It highlights the tension and urgency associated with their legal situation and travel arrangements, allowing the audience to engage with the unfolding scenario.

“In order to travel anywhere now, I have to get approval from the courts that hold the seven charges against me. So, three of the ten have already been thrown out. By Wednesday, February 16th, I had six approvals, but it was already a few hours before I was supposed to get on my nearly 16-hour flight direct from Manila” (MRS_10).

Exposition. The use of exposition was intended to educate, clarify, describe, or provide additional information about a topic. Additionally, it helps in making complex concepts and subjects understandable to the general public. With this, the speeches of Maria Ressa, as well as the corpora, demonstrated the use of exposition.

Consequently, in the corpora, the first statement provided factual information regarding Russian disinformation and its impact on American democracy. With that, Maria said, “That is what happened in 2016 when 126 million Americans were targeted by Russian disinformation, and on January 6th in the violence on Capitol Hill, when Silicon Valley sins came home to roost.” This serves as an instance of exposition, as its primary aim was to inform the audience about significant historical occurrences. It also aims to effectively convey established facts and educate the audience about the relationship between disinformation campaigns and actual political events.

“That is what happened in 2016 when 126 million Americans were targeted by Russian disinformation, and on January 6th in the violence on Capitol Hill, when Silicon Valley sins came home to roost” (MRS-01).

Accordingly, the following excerpt, taken from the commencement address at Columbia Journalism School, exemplifies exposition effectively, as it presents factual details regarding the disproportionate online harassment experienced by women. The speaker articulates, “Numbers the studies show us that women are attacked anywhere, from three to ten times more than me, and the attacks are vicious it is about how you look how you sound how you walk how you talk and these attacks quickly turn sexual”. This functions as exposition by disclosing data and emphasizing the gravity of gender-based online abuse. Its aim is to enhance awareness and educate the audience about a significant societal concern through the incorporation of statistics and vivid language.

“Numbers the studies show us that women are attacked anywhere, from three to ten times more than me, and the attacks are vicious it is about how you look how you sound how you walk how you talk and these attacks quickly turn sexual.” (MRS-05).

Finally, the tenth corpus illustrates the excerpt's exposition by educating the audience about the manipulation of social media and its worldwide effects on democratic processes. The assertion states, “January last year, Oxford University Computational Propaganda Research Project said that cheap armies on social media are rolling back democracy in at least 81 countries around the world.” This distinctly exemplifies expository discourse, as it centers on providing factual information about a significant international concern: the impact of social media misinformation on democratic institutions worldwide. Its objective is to inform the audience through evidence derived from research.

“January last year, Oxford University Computational Propaganda Research Project said that cheap armies on social media we are rolling back democracy in at least 81 countries around the world” (MRS-10).

Argument. Argumentative discourse aims to convince an audience to embrace or endorse a specific perspective by effectively employing evidence and rhetorical strategies. In the subsequent analysis, the selected corpora comprise a range of speeches given by Maria Ressa in various public settings. The initial example highlighted is taken from her commencement speech at Harvard University, where she expressed her position through engaging arguments and persuasive narratives.

Primarily, the fourth corpus illustrated argumentation, as it articulated the speaker’s perspective, intended to persuade the audience

through corroborative evidence. The speaker initiates by establishing a comparison, *“What happened to us in the Philippines, it is here.”* Next, the speaker introduces the main idea, stating, *“The campus protests are testing everyone in America,”* which focuses on the current situation. Additionally, the speaker concludes with statement that *“Protests are healthy, they should not be violent.”* Lastly, the statement, *“Protests give voice, they should not be silenced”* further strengthens the argument. This highlights the way the speaker constructs a compelling argument by linking individual viewpoints to broader societal concerns. The transition from personal insights to an appeal for peaceful protest highlights both rational and emotional appeals.

“What happened to us in the Philippines, it is here. The campus protests are testing everyone in America. Protests are healthy, they should not be violent. Protests give voice, they should not be silenced” (MRS-01).

Moreover, the eighth corpus showed argumentation, by presenting the speaker's viewpoint as a fact and substantiating it with multifaceted evidence. The speaker initiates the discussion with a compelling statement, *“This insidious manipulation of our emotions,”*. Then, the speaker added the main topic, *“they get to our biology, this insidious manipulation of our emotions for profit is partly why all around the world we are electing illiberal leaders democratically,”*. Also, the speaker provided a supporting detail at the end, *“This happened in the Philippines in 2016, in about six months,”*. Another supporting detail is, *“After they do that in each of our countries, they then reach out and they ally, together.”* The speaker formulates a compelling argument through the utilization of emotive language, causal assertions, and practical examples. This strategy combines both rational thought and emotional response, thereby strengthening the overall argument.

“This insidious manipulation of our emotions, they get to our biology, this insidious manipulation of our emotions for profit is partly why all around the world we are electing illiberal leaders democratically and after they each crush the institutions of democracy in each of our countries. This happened in the Philippines in 2016, in about six months, six months at short. After they do that in each of our countries, they then reach out and they ally, together” (MRS-04).

Lastly, the eighth corpus demonstrated argumentation, as the speaker articulates a personal perspective bolstered by compelling details. The argument commences with the declaration that, *“One of the greatest dangers that technology has done today,”* which introduces the idea that technology has harmful effects. Then added, *“it is robbing us, of history, of context, of nuance,”*. Also, the speaker provided a supporting detail at the end *“and it is insidiously manipulating us.”*, which underscores the speaker's apprehension regarding the profound implications of technology on critical thinking and social comprehension. The speaker constructs an argument by emphasizing how technology gradually diminishes contextual awareness and historical insight. Persuasive emotional language and cause-effect reasoning are employed to convince the audience of the potentially harmful impact of technology.

“One of the greatest dangers that technology has done today is it is robbing us, of history, of context, of nuance, and it is insidiously manipulating us” (MRS-07).

Maria Ressa's speeches exemplify a deliberate application of morpho-semantic techniques that influence meaning and foster persuasive communication. Her consistent employment of affixation, particularly through prefixation and suffixation, illustrates her ability to formulate specific terms that highlight transformation, agency, or opposition (e.g., government, disinformation, dehumanization). In a similar manner, her use of compounding allows her to refine complex phenomena into powerful phrases such as microtargeting, whistle-blower, and battlefield, thereby amplifying the communicative effect. The incorporation of initialisms like AI, FBI, and CNN further enhances linguistic efficiency and links her discourse to institutional and technological frameworks.

Moreover, beyond basic structure, Maria Ressa's addresses depend on semantic selections that intertwine literal and metaphorical interpretations, permitting her to redefine disinformation as a “virus,” social media as a “pipeline,” and the information crisis as “toxic sludge.” These phrases carry substantial emotional and intellectual significance, enabling her to express societal issues in ways that are both accessible and critical. This semantic layering strengthened her discourse, enabling audiences to engage personally with abstract concerns such as press freedom, algorithmic manipulation, and democratic erosion.

At the foundation of this linguistic approach is her adaptable use of the four discourse types —description, narration, exposition, and argumentation—which blend storytelling, data, reflection, and persuasion. Whether detailing her legal battles, elucidating the dynamics of social media manipulation, or urging resistance against authoritarianism, she utilized these modes to forge a compelling public voice. In doing so, her speeches transcend mere information dissemination; they awaken understanding, foster solidarity, and promote truth in an increasingly distorted digital public field.

What are the persuasive strategies used in Maria Ressa's Speech?

This study also determined the persuasive strategies utilized by Maria Ressa in her speeches. Using the framework of Aristotle's methods of persuasion, which include ethos (credibility and trustworthiness), logos (logical reasoning), and pathos (emotional appeal). These are the artistic proofs, and are the key concepts in rhetoric aimed at convincing an audience.

Moreover, Aristotle's modes of persuasion are important since they help make communication more effective and persuasive. They enable speakers and writers to establish credibility, connect emotionally with their audience, and present logical arguments, thereby making their message more convincing. By combining these elements, people can influence opinions, inspire action, and convey ideas clearly across various fields, including education, politics, business, and everyday conversations.



Ethos refers to the method of persuading an audience by demonstrating the speaker's trustworthiness, knowledge, or moral integrity. This approach enhances the likelihood that the audience will accept and hold the speaker's message in high regard. Using ethos in a speech helps build credibility, making arguments more persuasive and impactful. Additionally, the use of ethos as persuasion in Maria Ressa's speech was explored into two categories: first, competence, which refers to the speaker's expertise, knowledge, and credibility on the topic discussed. Second was trustworthiness, which refers to the audience's perception that the speaker is honest, ethical, and acting in good faith. If an audience perceives a speaker as competent, they are more likely to be persuaded by their argument.

To further discuss, Table 3 presents the first method of persuasion, which was ethos through the competence of Maria Ressa on various topics she discussed, in which the analysis was categorized into three types, namely, *knowledge of technology and its impact*, *knowledge of political issues*, and *knowledge of disinformation in journalism*, to thoroughly measure the credibility of the speaker. Maria Ressa established their credibility through her demonstrated expertise and confident delivery. Her ability to present clear and well-structured arguments made their persuasion more effective. Listeners recognized their authority based on their past experiences and depth of understanding. This strengthened her influence and made their message more compelling.

Additionally, Maria Ressa highlighted key examples that reinforced her expertise in each category. Her well-researched evidence supported their claims and built trust among the audience. As a result, her message resonated strongly and encouraged listeners to consider her perspective. Additionally, Maria Ressa introduced relevant studies and findings to support and strengthen their arguments. The speaker explained complex ideas in a clear and accessible way.

Maria Ressa effectively demonstrated how her ideas connect to the real-world situations and rampant issues, which enhanced her credibility. By providing first-hand examples and studies about the topic she was discussing to her audience. These practical and relevant examples allowed her audience to connect with the people and make them understand her points more easily. The use of ethos as persuasion is evident through Maria Ressa's competence regarding the topic she discussed, which makes her a credible speaker.

Table 3.1. *Ethos persuasion (competence) in Maria Ressa's Speech*

<i>Competence</i>	<i>Sample Utterance</i>
Knowledge of technology and its impact	<p><i>"Now big tech is choking traffic to new sites, which means you will get less news in your feeds. How do you know what is real? How do you know what's fact when your emotions are what is manipulated? When our biology is hacked? Instead of the facts, the enshittification, enshittification of the internet is in full bloom, more trash, more propaganda, more information operations that push our emotional buttons." (MRS_01)</i></p> <p><i>"The old gatekeepers the other is technology with its god-like power, the new gatekeepers it has allowed the virus of lies to infect each of us, pitting us against each other bringing out our; fears, anger, hate, and setting the stage for the rise of authoritarians and dictators around the world." (MRS_02)</i></p> <p><i>"The software that is living with you in your pocket. Right. That is taking everything you post, your connections, your emotions, your dreams, your hopes, your fears. This is addictive software and it is rewiring our brains, insidiously manipulating our biology." (MRS_04)</i></p>
Knowledge of political issues	<p><i>"In 2023, the Global Democracy Index fell to its lowest level ever. Today, 71% of the world lives under autocratic rule. We are electing illiberal leaders democratically, and once in power, these autocrats not only crush institutions in their countries, but they form alliances and create Kleptocracy, Inc." (MRS_01)</i></p> <p><i>"Philippines or in Southeast Asia where corruption is endemic institutions are weak you need to actually bring that together and build it into institutions. Young leaders right, so that not only do you pledge not to be corrupt, you pledge to also turn in anyone who is corrupt around you." (MRS_07)</i></p> <p><i>"This last election does not change anything. Those same systems are still there, the behavior modification system still exists. And it is still doing its work. And you can see it in all of our politics around the world." (MRS_10)</i></p>
Knowledge of disinformation in journalism	<p><i>"I need to tell you how gender disinformation is a new threat and is taking a significant toll on the mental health and physical safety of women, girls, trans, and LGBT people all around the world, women journalists are at the epicenter of risk." (MRS_02)</i></p> <p><i>"On quarter 200 percent up this year versus last year using techniques are investigative journalists used to find disinformation networks, the way we use they learn to use data to fight back, the way our young reporters stand up to power and just continue reporting they are creating the future today." (MRS_05)</i></p> <p><i>"Chinese information operations, Russian information operations. You bring it to the time of COVID, lies kill. And what has the EU and the United States said, that disinformation has come from both Russia and China around vaccines. So, some of the symptoms, whether it is wearing masks or not, some of these symptoms that have changed people, is like a virus of lies that have infected them." (MRS_10)</i></p>

As observed in Table 3.1 above, the speaker demonstrates competence in various topics discussed. A speaker who demonstrates competence is perceived as well-informed, skilled, and capable, which makes their argument more persuasive. As shown in the first column, it categorized the types of competence, while the second column presented sample utterances identified from different corpora gathered.

Knowledge of technology and its impact. This examined the vital influence that digital platforms exert on public discourse, journalism, and democratic processes—serving as both a means for spreading information and a tool for misinformation, manipulation, and assaults on press freedom.

With that, in the first corpus, the speaker showed her skill in talking about the impact of technology, emphasizing how “*big tech companies control internet traffic,*” dictating what information users see. This results in “*making it harder for people to access real news,*” as tech platforms limit the visibility of trustworthy journalism. Instead of promoting facts, “*people are being manipulated emotionally*” through “*propaganda and misinformation,*” which thrive on emotional appeal rather than truth. The speaker understands how “*algorithms and big tech platforms influence what people see,*” shaping public perception and enabling misinformation to spread more easily.

“Now big tech is choking traffic to new sites, which means you will get less news in your feeds. How do you know what is real? How do you know what is fact when your emotions are what is manipulated? When our biology is hacked? Instead of the facts, the enshittification of the internet is in full bloom, more trash, more propaganda, more information operations that push our emotional buttons” (MRS_01).

Additionally, the second corpus demonstrated the speakers’ competence by explaining how control over information has shifted from traditional sources, such as media outlets and editors, to powerful technology platforms called “the new gatekeepers.” These platforms, with their “god-like power,” now decide what content spreads and reaches the public. As a result, they have “allowed the virus of lies to infect each of us,” meaning false and misleading information can quickly spread and affect people personally. This widespread disinformation creates division, “pitting us against each other” and stirring up “fears, anger, [and] hate”, by playing on our emotions. Such division weakens societies and “sets the stage for the rise of authoritarians and dictators around the world,” suggesting that when truth breaks down and trust fades, it becomes easier for powerful, often oppressive leaders to rise by exploiting fear and confusion.

“The old gatekeepers the other is technology with its god-like power, the new gatekeepers it has allowed the virus of lies to infect each of us, pitting us against each other bringing out our; fears, anger, hate, and setting the stage for the rise of authoritarians and dictators around the world” (MRS_02).

Lastly, the fourth corpora showed the competence of the speaker, explicating, “the software that lives in your pocket.” These platforms are not just tools; they actively collect a huge amount of personal information “everything you post, your connections, your emotions, your dreams, your hopes, your fears.” This data collection feeds into what the speaker calls “addictive software,” which is carefully designed to keep users hooked. Over time, this constant engagement “is rewiring our brains, quietly changing our biology,” suggesting that repeated use is subtly altering how we think and behave. The speaker points out that this is a universal issue, “it is what we all have in common, no matter the nation, culture, or language”, highlighting the widespread impact of these technologies worldwide. Finally, she stresses that this influence is not harmless; instead, “it is changing the way we think and act,” signaling a deep change in human behavior and thinking caused by constant interaction with digital media.

“The software that is living with you in your pocket. That is taking everything you post, your connections, your emotions, your dreams, your hopes, your fears. This is addictive software and it is rewiring our brains, insidiously manipulating our biology. It is what we all have in common, regardless of nation culture or length language. And it is changing the way we think and the way we act (MRS_04).

Knowledge of political issue. Maria Ressa possesses a profound understanding of political matters, rooted in her investigative journalism and comprehensive grasp of the mechanisms of power within both democratic and authoritarian regimes. She frequently articulates that disinformation transcends mere media concerns, it serves as a political tool designed to manipulate public sentiment, undermine opposition, and erode democratic institutions. Through her journalistic endeavors and public advocacy, she elucidates how political figures and networks orchestrate coordinated online initiatives to disseminate propaganda, incite division, and suppress dissent.

Initially, the first corpus proved the competence of the speaker on political issues. By discussing the decline of democracy around the world and the contradictions within electoral systems. It starts with a clear fact: “*In 2023, the Global Democracy Index fell to its lowest level ever,*” showing a significant drop in democratic practices globally. The statement “*71% of the world lives under autocratic rule*” highlights how most people live without basic democratic freedoms. The speaker points out a key contradiction in modern politics, “*We are electing illiberal leaders democratically.*” This means that even in systems meant to support freedom and accountability, voters are choosing leaders who work against democratic values. Once in power, “*they not only crush institutions in their countries,*” like the courts, free press, or independent agencies, “*but they form alliances and create Kleptocracy, Inc.*” This phrase, “Kleptocracy, Inc.,” suggests a global network of corrupt regimes that work together to enrich themselves while harming democracy and public trust.

“In 2023, the Global Democracy Index fell to its lowest level ever. Today, 71% of the world lives under autocratic rule. We are electing illiberal leaders democratically, and once in power, these autocrats not only crush institutions in their countries, but they form alliances and create Kleptocracy, Inc” (MRS_01).

Additionally, the seventh corpora, the speaker demonstrated her expertise by clearly articulating her understanding of political issues, stating a statement that highlights the necessity for robust ethical leadership in areas such as the Philippines and Southeast Asia, where corruption is characterized as pervasive and institutions frequently lack stability. The speaker indicates that it is insufficient for individuals, particularly young leaders, to merely abstain from engaging in corrupt practices. Rather, they ought to take an active part in fortifying institutions by advocating for integrity and accountability. The statement urges emerging leaders to advance further, “*you pledge to also turn in anyone who is corrupt around you,*” fostering a culture in which corruption is not accepted within one's community or organization. This represents a significant call for institutional reform through individual accountability and collective

effort.

“Philippines or in Southeast Asia where corruption is endemic institutions are weak you need to actually bring that together and build it into institutions. Young leaders right, so that not only do you pledge not to be corrupt you pledge to also turn in anyone who is corrupt around you” (MRS_07).

Lastly, the ninth corpus demonstrated that the speaker was knowledgeable about political issues. She explained the significant apprehension regarding the ongoing impact of digital and psychological frameworks that shape political conduct. When the speaker asserts, *“This last election does not change anything,”* they highlight that despite the presence of democratic mechanisms, the fundamental forces that sway public sentiment remain intact. The term, *“behavior modification system”* pertains to the digital instruments and algorithms, particularly those on social media, that subtly guide, influence, or even manipulate individuals’ thoughts, emotions, and voting behaviors. By stating *“it is still doing its work,”* the speaker underscores that these systems persist in operating behind the scenes, quietly molding beliefs and actions even after political occurrences such as elections. The concluding phrase *“you can see it in all of our politics around the world”* implies that this issue transcends local boundaries, representing a global challenge. Across the globe, political dialogue and decision-making are increasingly influenced by systems engineered to alter behavior, often in ways that favor powerful interests over democratic principles.

“This last election does not change anything. Those same systems are still there, the behavior modification system still exists. And it is still doing its work. And you can see it in all of our politics around the world” (MRS_10).

Knowledge on disinformation in journalism. This pertained on how the speaker demonstrated a clear understanding of how false or misleading information is deliberately spread to deceive the public. Maria Ressa expertise regarding disinformation in journalism encompasses her profound comprehension of the deliberate creation and dissemination of false or misleading information aimed at manipulating public perception. Articulating that disinformation transcends mere inaccuracies, it constitutes a systematic endeavor to mislead individuals for political or financial advantage, this underscores the manner in which these fabricated narratives are magnified through digital platforms and algorithms, rendering them seemingly credible or popular, despite their harmful and false nature.

With this, the second corpora showed that the speaker understood disinformation in journalism. She points out that, *“gender disinformation”* as a newly emerging and perilous form of online harm. The speaker underscores that this issue transcends the digital realm, it has tangible repercussions, significantly impacting the *“mental health and physical safety”* of at-risk groups, including women, girls, trans, and LGBTQ individuals worldwide. Gender disinformation frequently encompasses false narratives, targeted harassment, and manipulated content designed to undermine or silence these communities. The assertion that *“women journalists are at the epicenter of risk”* underscores the heightened vulnerability of those in media and public-facing positions. Women reporters, particularly those reporting on politics or social justice, often endure coordinated assaults aimed at intimidating them and driving them out of the public domain.

“I need to tell you how gender disinformation is a new threat and is taking a significant toll on the mental health and physical safety of women, girls, trans, and LGBTQ people all around the world, women journalists are at the epicenter of risk” (MRS-02).

Additionally, the fifth corpus detonated the speakers’ understanding of disinformation. The speaker explained the empowering influence of data-driven journalism and the bravery of young reporters in combating disinformation. The speaker observes a notable rise, *“200 percent increase this year compared to last year”* in engagement or impact, likely alluding to the heightened investigative initiatives aimed at revealing disinformation networks. It underscores how journalists are embracing and modifying professional investigative methodologies, acquiring skills to utilize data as a means to confront and refute falsehoods. The statement *“the manner in which our young reporters confront authority and persist in their reporting”* underscores their resilience and integrity when faced with political or institutional pressures. Even when confronted by influential entities, they continue to uncover and disseminate the truth. By asserting *“they are crafting the future today,”* the speaker positions these endeavors not merely as a response to existing threats, but as proactive measures in cultivating a more accountable and transparent media environment.

“On quarter 200 percent up this year versus last year using techniques are investigative journalists used to find disinformation networks, the way we use they learn to use data to fight back, the way our young reporters stand up to power and just continue reporting they are creating the future today” (MRS_05).

Lastly, the corpora established the speaker’s knowledge by elucidating the impact of state-sponsored disinformation, particularly from China and Russia, during the COVID-19 pandemic. When the speaker asserts, *“lies kill,”* they highlight the perilous, even lethal, consequences of false narratives, particularly those related to public health. The quote suggests that both the European Union and the United States have acknowledged that certain disinformation campaigns, particularly those concerning vaccines, have their origins in these two nations. The reference to *“symptoms, whether it is wearing masks or not,”* pertains to the behavioral modifications prompted by these misleading narratives. These *“symptoms”* are not medical in nature; rather, they represent alterations in individuals’ beliefs and actions that arise from the dissemination of misinformation. The expression *“a virus of lies that have infected them”* metaphorically depicts disinformation as both contagious and detrimental, akin to a disease. It implies that just as a virus propagates through contact, disinformation proliferates through media and social networks, altering public opinion and behavior in detrimental manners.

“Chinese information operations, Russian information operations. You bring it to the time of COVID, lies kill. And what has the EU and the United States said, that disinformation has come from both Russia and China around vaccines. So, some of the symptoms, whether it is wearing masks or not, some of these symptoms that have changed people, is like a virus of lies that have infected them” (MRS_10).

The second category of ethos-based persuasion examined in this research was the trustworthiness of the speaker. Trustworthiness encompasses a speaker’s credibility, honesty, and reliability attributes that encourage an audience to believe and accept the speaker’s message. This research highlights how Maria Ressa employed ethos to enhance her credibility and establish trust with her audience. The data provided illustrates how she built her trustworthiness through the personality traits she displayed during her speech. By communicating with conviction, showcasing moral clarity, and consistently aligning her words with her actions, Ressa presented herself as a dependable and principled speaker, effectively persuading her audience through her character.

Table 3.2 *Ethos persuasion (Trustworthiness)*

Personality types	Sample Utterance
Motivator	<i>“To create the world we want, so please with me just close your eyes for just a moment and imagine the world as it should be, a world of peace trust and empathy bringing out the best that we can be open your eyes now go we have to make it happen please let us hold the line together.” (MRS_02)</i>
	<i>“Imagine the worst case possible, the worst case whatever it is you are most afraid of, you hold it, you touch it, and you embrace it, you rob it, of its sting because if of its sting, because if you do that then we can move forward nothing can stop you embrace your fear.” (MRS_09)</i>
	<i>“Bring your superpowers. Princeton has a lot of superpowers. Do not give up. Because when you do, you make all of us just a little weaker. You have to act before it is too late. You must join the battle for facts, the battle for truth. The time to act is now.” (MRS_10)</i>
	<i>“An atom bomb exploded in our information ecosystem because social media turned our world upside down, spreading lies faster than facts, while amplifying fear and anger, fueling hatred by design for profit. Whether it is the AI of social media or Generative AI, we do not have integrity of information.” (MRS_01)</i>
Educator	<i>“Microtargeting is not advertising in the old age, microtargeting is finding your weakest moment to a message and then selling that to a company or country right so that is the first that is still social media that is still distribution.” (MRS_06)</i>
	<i>“Technically misinformation is when, like. The game of telephone. It kind of gets slightly distorted, not because of anyone wanting to distort it, it just gets distorted in the retelling. Disinformation is, comes from a Russian word, dezinformatsiya. And it is actually this, I remember a quote by XXX, he was a former KGB chairman. He said something like dezinformatsiya is like cocaine. You take it once in a while and you are okay.” (MRS_10)</i>

Based on Table 3.2 above, it measured the trustworthiness in the form of the speaker's personality type during her speeches. As observed in the first column, which was categorized into two types: *educator and motivator*. The second column presented various utterances identified from different corpora gathered.

Motivator. A motivator is someone who inspires people to do their best and persevere, even when things are challenging. They use words, actions, or leadership to encourage others to stay strong and reach their goals. A good motivator helps people believe in themselves and take positive steps forward. They inspire others to feel hopeful and motivate them to strive for better in life.

Accordingly, in the second corpus, the speaker became a motivator in a particular part of the speech. Stating a compelling invitation to envision and collaboratively construct a more promising future. When the speaker articulates, *“To create the world we want,”* it underscores the necessity for a united effort and shared vision. The phrase *“so please with me just close your eyes for just a moment and imagine the world as it should be,”* encourages the audience to take a moment to contemplate their aspirations for a more perfect world. This ideal is characterized as *“a world of peace trust and empathy bringing out the best that we can be,”* which illustrates a vision of a caring and harmonious community where every individual can achieve their utmost potential. The expression *“open your eyes,”* signifies a transition from imagination to action, serving as a reminder that the process of envisioning change is merely the initial step. The urgent tone in *“now go we have to make it happen”* compels the audience to take action, while the concluding appeal, *“please let us hold the line together”*, urges for solidarity and resilience in the face of adversity, highlighting the significance of standing united for common values and a fair future.

“To create the world we want, so please with me just close your eyes for just a moment and imagine the world as it should be, a world of peace trust and empathy bringing out the best that we can be open your eyes, now go we have to make it happen please let us hold the line together” (MRS_02).

Additionally, the identified ninth corpus showed that the speaker's personality acts as a motivator to her audience during her speech. By saying a powerful exhortation to confront fear head-on and derive strength from it. When the speaker articulates, *“Imagine the worst case possible, the worst case whatever it is you are most afraid of,”* it initiates an invitation to envision one most profound fear, not to evade or disregard it, but to confront it in its entirety. The subsequent phrase, *“you hold it, you touch it, and you embrace it,”* motivates the audience to internalize and accept that fear, fostering a sense of reconciliation with it rather than resisting or fleeing from it. In doing so, the speaker asserts, *“you rob it of its sting,”* indicating that fear diminishes in its capacity to harm or dominate you once you recognize it and cease to be immobilized by it. This concept is reiterated with a sense of urgency, *“because if you do that then we*

can move forward nothing can stop you embrace your fear.” The reiteration emphasizes the conviction that embracing fear is essential for both individual and collective advancement. It implies that true courage is not characterized by the absence of fear, but rather by the choice to persist in spite of it.

“Imagine the worst case possible, the worst case whatever it is you are most afraid of, you hold it, you touch it, and you embrace it, you rob it, of its sting because if of its sting, because if you do that then we can move forward nothing can stop you embrace your fear” (MRS_09).

Lastly, the tenth corpus identified reveals that the speaker becomes a motivator to her audience. By encouraging individuals, particularly those endowed with privilege and education, to take initiative and leverage their strengths for a noble cause. When the speaker asserts, *“Bring your superpowers. Princeton has a lot of superpowers,”* she underscores the notion that every individual has distinct talents and influence that can contribute to the defense of truth and democracy. She subsequently cautions, *“Do not give up. Because when you do, you make all of us just a little weaker,”* thereby reinforcing the concept that collective strength is contingent upon individual dedication. The urgency escalates with *“You have to act before it is too late,”* compelling the audience to acknowledge that the time for action is now. The phrases *“You must join the battle for facts, the battle for truth. The time to act is now”* position the defense of truth as a continuous struggle, one that necessitates bravery, determination, and prompt participation.

“Bring your superpowers. Princeton has a lot of superpowers. Do not give up. Because when you do, you make all of us just a little weaker. You have to act before it is too late. You must join the battle for facts, the battle for truth. The time to act is now” (MRS_10).

Educator. An educator is an individual who imparts knowledge and ideas with the intention of facilitating learning and personal development in others. They break down intricate concepts and convey information in a manner that is comprehensible, approachable, and captivating. In the realm of persuasion, an educator cultivates trust by showcasing expertise, integrity, and impartiality. By utilizing precise facts, pertinent examples, and rational explanations, they position themselves as trustworthy and reliable sources of information. Through clear, confident, and sincere communication, educators instill confidence in their message and create a learning atmosphere where their audience feels informed, valued, and encouraged to take action or engage in reflection.

Furthermore, the first corpus shows that the speaker educated her audience. Expounding the damaging effects that digital platforms have inflicted upon our information landscape. By stating *“An atom bomb exploded in our information ecosystem,”* the speaker emphasizes the profound disruption instigated by social media, which has *“turned our world upside down”* by dismantling conventional methods of sharing and verifying information. The phrase *“spreading lies faster than facts”*, highlights the alarming speed at which misinformation circulates compared to the truth, while *“amplifying fear and anger, fueling hatred by design for profit”*, indicates that this phenomenon is not incidental, these platforms are deliberately engineered to capitalize on human emotions for monetary benefit. The mention of *“the AI of social media or Generative AI”*, expands the discussion to encompass all contemporary technologies that shape public perception, extending beyond merely social applications. Ultimately, the cautionary statement *“we do not have integrity of information”* emphasizes the fundamental issue, within this new digital realm, the very essence of truth is jeopardized, and our capacity to trust what we observe, hear, and read is significantly undermined.

“An atom bomb exploded in our information ecosystem because social media turned our world upside down, spreading lies faster than facts, while amplifying fear and anger, fueling hatred by design for profit. Whether it is the AI of social media or Generative AI, we do not have integrity of information” (MRS_01).

In addition, the sixth corpus, the speaker explained, is a contemporary and profoundly troubling strategy in digital communication. When the speaker asserts, *“Microtargeting is not advertising in the old age,”* she delineates a distinction between conventional advertising, which was broad and impersonal, and the current practice of microtargeting, which is exceptionally personalized. The subsequent statement, *“microtargeting is finding your weakest moment to a message and then selling that to a company or country,”* clarifies that this method entails recognizing individuals at their most vulnerable, emotionally, mentally, or socially and presenting a meticulously crafted message to sway them. It transcends product sales it can also be employed to influence political views or manipulate behaviors. The speaker added, *“that is still social media that is still distribution”* underscores that these manipulative strategies are ingrained in the operational framework of platforms. Social media does not merely provide contents it actively disseminates these targeted messages through its algorithms. The speaker enlightens the audience by exposing how digital platforms leverage personal data to convey persuasive messages at moments when individuals are most impressionable, thereby raising significant issues regarding privacy, consent, and the ethics surrounding influence.

“Microtargeting is not advertising in the old age, microtargeting is finding your weakest moment to a message and then selling that to a company or country right so that is the first that is still social media that is still distribution” (MRS_06).

Ultimately, the last corpora identified, the speaker teaches the audience by elucidating the distinction between misinformation and disinformation, particularly aimed at an educational audience. It commences with the phrase, *“Technically misinformation is when, like. The game of telephone,”* which establishes a relatable analogy regarding how a message can become altered as it is transmitted, without any intent to mislead. The speaker further elucidates this by stating, *“It kind of gets slightly distorted, not because of anyone wanting to distort it, it just gets distorted in the retelling,”* highlighting that misinformation arises from misunderstanding or error. Conversely, disinformation is introduced with a historical backdrop, *“Disinformation is, comes from a Russian word, dezinformatsiya,”*



indicating its intentional and strategic application as a means of deception. The quotation culminates with a powerful metaphor from a former KGB chairman, *“dezinformatsiya is like cocaine. You take it once in a while and you are okay,”* implying that repeated exposure to disinformation, akin to a narcotic, can become addictive and harmful over time.

“Technically misinformation is when, like. The game of telephone. It kind of gets slightly distorted, not because of anyone wanting to distort it, it just gets distorted in the retelling. Disinformation is, comes from a Russian word, dezinformatsiya. And it is actually this, I remember a quote by XXX, he was a former KGB chairman. He said something like dezinformatsiya is like cocaine. You take it once in a while and you are okay” (MRS_10).

The second mode of persuasion highlighted in Maria Ressa’s speeches is *logos*, which denotes an appeal to logic and reason. *Logos* serves as a rhetorical technique designed to persuade an audience through the use of factual evidence, data, statistics, and logical arguments. In contrast to emotional appeals, *logos* is rooted in clarity, structure, and objective support, enabling a speaker to establish credibility through well-reasoned assertions. It guarantees that the argument is not solely based on personal opinion but is underpinned by verifiable information and logical coherence.

Maria Ressa utilized *logos* throughout her speeches by presenting reliable data and investigative findings that illustrated how social media platforms manipulate public perception. She referenced specific statistics, academic research, and online behavior trends to reveal the algorithmic frameworks that favor falsehoods over truths. Furthermore, she bolstered her arguments by recounting firsthand experiences of governmental pressure and harassment she encountered as a journalist. Through her application of *logos*, Ressa not only educated her audience but also encouraged them to assess the systems that influence public discourse critically.

Table 3.3 *Logos Persuasion*

Evidence and reasoning	Sample Utterance
Citing sources of information	<p><i>“I have to tell you that the numbers the studies show us that women are attacked anywhere, from three to ten times more than me, and the attacks are vicious it is about how you look how you sound how you walk how you talk and these attacks quickly turn sexual.” (MRS_05)</i></p> <p><i>“10 Americans get their information from social media and in a statistical survey gen Z, the group 18-34 The Target of information operations both domestic in America and overseas from Russia China Iran specifically targeting campus protests they spend the most time on social media they trust the information they get on social media.” (MRS_07)</i></p> <p><i>“The UNESCO and the chilling interview this is a 300 pages book, women journalists under attack having to deal with things like this, and you can see the statistics they are horrendous 73 percent have experienced online abuse, 25 have been have gotten death threats, and of that 20 percent have had have been attacked in their physical world.” (MRS_09)</i></p>
Citing personal experience	<p><i>“I was still CNN Jakarta bureau chief in the final days of the Indonesian military scorched earth policy where they were killing pro-independence supporters. This is in Timor-Leste.” (MRS_04)</i></p> <p><i>“In 2016 after a series exposing the Philippine government is propaganda machine, we called it propaganda war. I was pounded by the hour by an average of 90 hate messages that is per hour, this is asymmetrical warfare information operations and it comes directly to your cell phone.” (MRS_05)</i></p> <p><i>“I have several deep fakes also my first deep fake was in March last year, and it was it came out of Russia so I could not tell whether but it was a Russian advertising system that that came out with. It was me selling Bitcoin so it sounded like me it was wagging its mouth like me but it came from Russia and what they did is the distribution was on Facebook, but they used a credit card to sell it on Bing.” (MRS-06)</i></p>

Based on Table 3.3 above, the use of *logos* in persuasion was evident in Maria Ressa’s speech. Furthermore, this study supposedly measures *logos* into the categories, namely citing sources of information, citing personal experience, and refuting counterarguments. However, only two of the categories were identified in the corpora or speeches of Maria Ressa, and these are citing sources of information and *citing personal experiences*. As observed on the table, which consists of two columns, the first column presents the evidence and reasoning of the speaker, and the second column presents sample statements from the identified speeches of Maria Ressa.

Citing Source of Information. This refers to the use of facts, data, and expert opinions to support an argument. It helps strengthen the argument by presenting evidence from reliable sources. Giving credit to original authors also prevents plagiarism. Using good sources makes the argument more logical and convincing.

With that, the fifth corpora speaker provided information to the audience that cited a source. Emphasize the gendered aspect of online assaults through logical reasoning and evidence. She initiates her argument by referencing studies, citing “the numbers the studies show us,” to substantiate her assertion, thereby establishing credibility through empirical data. By declaring *that “women are attacked anywhere, from three to ten times more than me,”* she highlights a quantifiable inequality, appealing to rationality rather than sentiment. She further elaborates on the nature of these assaults, *“how you look, how you sound, how you walk, how you talk”* to demonstrate that they frequently target physical appearance and behavior instead of ideas. Her observation that *“these attacks quickly turn sexual”* reinforces her argument that such mistreatment follows a troubling and predictable pattern.

“I have to tell you that the numbers the studies show us that women are attacked anywhere, from three to ten times more than me, and

the attacks are vicious it is about how you look how you sound how you walk how you talk and these attacks quickly turn sexual” (MRS_05).

Additionally, the third corpus identified, the speaker cites a source of information to support the statement to her audience. Discussing statistical data and a distinct contrast in generational trust regarding social media as a source of political information. She initiates her argument by asserting that “10 Americans obtain their information from social media,” thereby simplifying the notion that a significant segment of the populace depends on digital platforms instead of conventional news outlets. Subsequently, she narrows her focus to “Gen Z, the demographic aged 18-34,” characterizing them not only as the most active users but also as the primary targets of information operations, both domestic and international, particularly from “Russia, China, Iran,” which strategically manipulate movements such as “campus protests.” The speaker strengthens her argument with comparative statistics, “55% of individuals aged 18 to 34 indicated that they trust the political information they receive via social media” in contrast to “51% of those aged 55 and older who expressed distrust.” This constant contrast, termed by her as “the Gap” enhances her logical appeal by illustrating how various generations assess credibility, suggesting a susceptibility among younger users to targeted digital manipulation. By anchoring her message in empirical data and logical reasoning, the speaker not only educates but also compels the audience to contemplate the distribution and potential exploitation of digital trust across different age demographics.

“10 Americans get their information from social media and in a statistical survey gen Z, the group 18-34, the Target of information operations both domestic in America and overseas from Russia, China, Iran, specifically targeting campus protests, they spend the most time on social media they trust the information they get on social media. In fact, the survey showed almost a complete opposite 55% of 18 to 34 years old said that they trust political information they get on social media and those like me 55 and above 51% said they distrust it, that is the Gap” (MRS_07).

Lastly, the ninth speech the speaker anchored her message in substantial evidence and credible sources. By referencing “The UNESCO and the chilling interview this is a 300 pages book,” she highlighted a comprehensive and trustworthy report that chronicles the experiences of women journalists facing threats. This establishes a basis for a logical, evidence-driven appeal. Subsequently, she presents specific and concerning statistics, “73 percent have experienced online abuse, 25 have received death threats, and of that, 20 percent have been assaulted in their physical environments.” These, statistics transcend mere figures, they logically reveal a trend of increasing peril, beginning with digital harassment and culminating in real-world violence. Through the organization of her argument with verifiable data, Ressa prioritizes rationality over emotional appeal, thereby constructing a persuasive argument for immediate action to safeguard press freedom and ensure the safety of women journalists.

“The UNESCO and the chilling interview this is a 300 pages book, women journalists under attack having to deal with things like this, and you can see the statistics they are horrendous 73 percent have experienced online abuse, 25 have been have gotten death threats, and of that 20 percent have had have been attacked in their physical world” (MRS_09).

Citing Personal Experience. The use of real-life examples and firsthand observations can strengthen a logical argument by grounding abstract concepts in tangible, relatable experiences. These personal narratives, when they reflect broader patterns serve as anecdotal evidence that supports a claim or highlights the human impact behind statistics. In the context of logos-based persuasion, such experiences are most effective when they are clearly explained, directly relevant to the argument, and reinforced by additional data or authoritative sources, such as academic studies or expert insights. By combining personal insight with factual support, this approach not only enhances the credibility of the argument but also makes it more engaging and accessible to the audience.

Accordingly, in the fourth corpora identified, the speaker statement exemplifies a compelling application of personal testimony as a method of logos-based persuasion. When she asserts, “I was still CNN Jakarta bureau chief in the final days of the Indonesian military scorched earth policy where they were killing pro-independence supporters. This is in Timor-Leste,” she grounds her argument in her lived experiences and professional expertise. By identifying herself as CNN Jakarta bureau chief during that period, she enhances her credibility and positions herself as a firsthand observer of historical occurrences. The reference to the “scorched earth policy” and the violence inflicted upon pro-independence supporters highlights the gravity and human toll of the conflict. Her mention of Timor-Leste offers factual and geopolitical context, rendering the account both specific and verifiable.

“I was still CNN Jakarta bureau chief in the final days of the Indonesian military scorched earth policy where they were killing pro-independence supporters. This is in Timor-Leste” (MRS_04).

Moreover, fifth corpus showed the speaker employed logos by presenting verifiable experiences and quantifiable data to illustrate the extent and mechanisms of digital harassment associated with state-sponsored information operations. She initiates her argument with, “In 2016 after a series exposing the Philippine government is propaganda machine, we called it propaganda war,” thereby anchoring her assertion in a well-documented investigative endeavor. This provides the backdrop for her reporting and the subsequent backlash it incited. She further articulates, “I was pounded by the hour by an average of 90 hate messages, that is per hour,” utilizing a specific figure to logically express the severity and regularity of the online assaults she endured. This numerical detail enhances her credibility and indicates that the harassment was not arbitrary but rather systematic. The speaker characterizes this phenomenon as “asymmetrical warfare, information operations, directly to your cell phone,” positioning the assaults as a contemporary form of conflict wherein technology is leveraged to suppress dissent. This expression appeals to rationality by illustrating how digital instruments can be



weaponized, particularly against individuals such as journalists.

“In 2016 after a series exposing the Philippine government is propaganda machine, we called it propaganda war. I was pounded by the hour by an average of 90 hate messages that is per hour right this is asymmetrical warfare information operations and it comes directly to your cell phone” (MRS_5).

Lastly, the sixth corpus identified the speaker emphasize the tangible effects of disinformation and artificial intelligence, drawing from her personal experiences. When she asserts, *“I have several deep fakes, my first deep fake was in March last year,”* she presents a personal, verifiable occurrence that exemplifies how technological manipulation can directly impact individuals. Her reference to the fact that *“it came out of Russia”* and involved a *“Russian advertising system”* provides specificity, thereby enhancing her credibility and revealing a pattern associated with foreign influence operations. In characterizing the deep fake as *“me selling Bitcoin, it sounded like me, it was wagging its mouth like me,”* she supplies logical proof that the video convincingly replicated her appearance and voice, highlighting the potential for AI-generated media to mislead audiences and harm reputations. Ultimately, her clarification that *“distribution was on Facebook, used a credit card to sell it on Bing”* anchors her narrative in concrete details, demonstrating how such content is monetized and disseminated across various platforms.

“I have several deep fakes also my first deep fake was in March last year, and it was it came out of Russia so I could not tell whether but it was a Russian advertising system that that came out with. It was me selling Bitcoin so it sounded like me it was wagging its mouth like me but it came from Russia and what they did is the distribution was on Facebook, but they used a credit card to sell it on Bing” (MRS_06).

Lastly, the third mode of persuasion recognized by Aristotle was pathos, which pertains to appealing to the emotions of an audience. In contrast to logic or credibility, pathos establishes a connection on a personal and emotional level, rendering the message more persuasive and unforgettable. It elicits emotions such as joy, sorrow, fear, hope, or anger to shape attitudes, foster empathy, and spur action. When a speaker effectively evokes emotions, the audience tends to be more engage.

Furthermore, the effective application of pathos requires careful storytelling, vivid imagery, and a significant amount of context. This not only amplifies the persuasive effect but also helps the audience internalize the message, rendering it urgent, pertinent, or profoundly personal. When employed ethically and strategically, pathos serves as an essential instrument for inspiring change and stimulate support from the audience.

Table 3.4. Pathos Persuasion

Emotional Appeal	Description	Sample Utterance
Lively	Maria Ressa showed lively tone in her speeches by showing enthusiasm to her audience.	<i>“But wait, most of all, despite everything, because you worked really hard, I am so thrilled to congratulate the battle-tested graduates of the class of 2024. Thank you.” (MRS_01)</i>
		<i>“My gosh, Dean, XXX the members of the board, the faculty, staff, family and. My God. Hello, class of 2023. It is so wonderful to see you filing in and to see your faces today and to see your family and friends.” (MRS_04)</i>
		<i>“This is my 36th year as a journalist. Yay, I made it! My life since 2016.” (MSR_10)</i>
Pity	Maria Ressa shared her personal struggles she faced to evoke empathy and pity from the listeners.	<i>“That was eight years ago, fed me death threats for breakfast. They attacked the way I looked, the way I sound they dehumanized me.” (MRS_01)</i>
		<i>“What do I do for myself during that time period you have no choice but to be a punching bag that is the way I felt in order to be here today.” (MRS_06)</i>
Urgency	Maria Ressa urged people to take action in her speeches, before it is too late.	<i>“It became very clear to me that my rights were abused, and it became very clear to me that these charges were trumped.” (MRS_08)</i>
		<i>“Every person in this room is very powerful so I am gonna ask you for your courage because that will determine our future.” (MRS_03)</i>
		<i>“Do not complain about your government or corporate bureaucracy or the U.N. moving slowly. They do, you got to jump in and change it.” (MRS_04)</i>
		<i>“If impunity is allowed to continue, it will only get worse. So, we need to stop the impunity of lies.” (MRS_10)</i>

Based on Table 3.4 above it demonstrates the use of pathos as a persuasive technique identified in Maria Ressa’s speeches. Writers and speakers use stories, strong words, and vivid descriptions to connect with their audience. It helps make arguments more powerful. Accordingly, the measurement of pathos persuasion on the corpora was categorized into three Emotional Appeal, which are; *lively, pity, and urgency*. These emotions are the most evident and observable in the data and speeches of Maria Ressa that were gathered and transcribed.

Lively. It pertains to the use of energetic, vivid, and passionate language to evoke strong emotions in an audience. It engages feelings such as joy, excitement, sympathy, or even anger to persuade or connect with listeners or readers. This type of appeal is often used in speeches, advertisements, literature, and persuasive writing to make ideas more compelling and memorable.

Initially, the first corpora, the speaker showed lively energy and excitement. Initiating a warm and enthusiastic expression *“But wait, most of all,”* which captures attention and indicates that something heartfelt is forthcoming. Subsequently, *“despite everything”* resonates with the collective difficulties the graduates have encountered, potentially alluding to global crises, academic obstacles, or personal sacrifices, thereby fostering a sense of unity and empathy. When she states, *“because you worked really hard,”* she affirms their dedication and resilience, which stirs feelings of pride and a sense of being genuinely acknowledged. The concluding line, *“I am so thrilled to congratulate the battle-tested graduates of the class of 2024,”* conveys an emotionally charged commendation, utilizing the term *“battle-tested”* to highlight strength, perseverance, and hard-earned success. Her sincere tone and selection of emotionally impactful language render the message profoundly moving and unforgettable, an illustration of pathos that honors achievement while establishing a deeply human connection.

“But wait, most of all, despite everything, because you worked really hard, I am so thrilled to congratulate the battle-tested graduates of the class of 2024” (MRS_01).

Similarly, the fourth corpus the speaker delivered a warm and celebratory connection with her audience. The repeated exclamations *“My gosh”* and *“My God”* demonstrate authentic emotion and enthusiasm, encouraging listeners to partake in the joy of the event. Her reference to *“Dean, XXX the members of the board, the faculty, staff, family”* pays tribute to the significant individuals in the graduates’ journey, appealing to feelings of gratitude and shared pride. Subsequently, the direct address, *“Hello, class of 2023”*, coupled with her reiterated joy in *“seeing your faces”* *“your family and friends”*, fosters a vivid, heartfelt moment of presence and appreciation. This emotionally rich introduction conveys warmth, sincerity, and celebration, ensuring the audience feels acknowledged, valued, and connected—key characteristics of an impactful, pathos-driven message.

“My gosh, Dean, XXX the members of the board, the faculty, staff, family and. My God. Hello, class of 2023. It is so wonderful to see you filing in and to see your faces today and to see your family and friends” (MRS_04).

Finally, the tenth corpora the speaker engaged her audience by celebrating resilience and vulnerability. The assertion, *“This is my 36th year as a journalist,”* invites respect for her extensive career, subtly highlighting her commitment and tenacity. The spontaneous exclamation, *“Yay, I made it!”*, infuses a personal and joyous tone, rendering the moment genuine and relatable. It signifies pride not only in her professional endurance but also in overcoming significant personal and political adversities, particularly *“since 2016,”* a phrase that references the era of intensified assaults on her and press freedom in the Philippines. With merely a few words, she conjures a blend of victory, fatigue, and resolve, capturing the audiences’ attention through shared humanity and emotional depth.

“This is my 36th year as a journalist. Yay, I made it! My life since 2016” (MSR_10).

Pity. This pertains to the use of expressive and emotionally resonant language to evoke feelings such as compassion, sadness, or profound concern in the audience. Frequently employed in charitable initiatives, literature, advocacy efforts, and persuasive oratory, this rhetorical strategy seeks to establish a strong emotional connection between the conveyed message and the audience. By emphasizing human hardships, suffering, or societal injustices in vivid and relatable terms, the speaker or writer engages the listener's sense of empathy and moral obligation. When applied effectively, this emotional appeal can motivate audiences to develop a deeper concern for an issue and feel driven to take action, whether through contributions, advocacy, or personal contemplation.

With that, the first corpus the speaker used to convey pity as a pathos persuasion through her vivid and personal language. The expression *“That was eight years ago”* subtly indicates the prolonged period of suffering, suggesting endurance and unresolved trauma. Her striking metaphor *“fed me death threats for breakfast”* creates a disturbing image of how the threats became normalized and relentless, immediately provoking discomfort and sympathy. She further intensifies the emotional resonance by stating, *“They attacked the way I looked, the way I sound,”* which reveals that the abuse was not merely ideological but also deeply personal, targeting her very identity. The concluding statement, *“they dehumanized me”*, provides the most potent emotional appeal, illustrating the psychological impact and the erosion of dignity that she endured.

“That was eight years ago, fed me death threats for breakfast. They attacked the way I looked, the way I sound they dehumanized me” (MRS_01).

Nonetheless, in the sixth corpora identified, the speaker employed pity to persuade the audience to evoke sympathy from the listener through the use of raw, emotive language to express the emotional burden of enduring unrelenting assaults. When she poses the question, *“What do I do for myself during that time period,”* she draws the audience into her internal conflict, exposing a moment of personal vulnerability. Her remark, *“you have no choice but to be a punching bag,”* serves as a powerful metaphor that illustrates feelings of helplessness and emotional resilience, crafting a striking image of an individual compelled to endure pain without respite. Ultimately, *“that is the way I felt in order to be here today”* connects her suffering to her strength, suggesting that enduring these trials was the cost of survival and ongoing advocacy.

“What do I do for myself during that time period you have no choice but to be a punching bag that is the way I felt in order to be here today” (MRS_06).

Ultimately, in the eighth corpus, the specific utterance shows an example of a statement of pity, indicating that the speaker was treated unfairly. By articulating a profoundly personal recognition of injustice, she thereby engages the audience in her emotional journey. The

reiteration of *"It became very clear to me"* highlights the depth and conviction of her awakening, which accentuates both lucidity and emotional significance. By declaring *"my rights were abused,"* she stirs feelings of sympathy and concern, appealing to the audience's sense of justice and human dignity. The expression *"these charges were trumped"* communicates a feeling of betrayal and manipulation, implying that the legal allegations she encountered were either fabricated or politically driven.

"It became very clear to me that my rights were abused, and it became very clear to me that these charges were trumped" (MRS_08).

Urgency. This persuasive approach focuses on instilling a sense of urgency or significance that encourages individuals to respond swiftly or give careful consideration to a message. It proves particularly effective when the subject matter possesses considerable personal, social, or ethical ramifications. By engaging potent emotions, such as the fear of loss, the aspiration for a favorable outcome, or the urgency of limited time, this method accentuates the immediacy and pertinence of the situation, urging audiences to prioritize it over other issues. Whether applied in public health initiatives, political campaigns, environmental advocacy, or urgent communications, the objective is to evoke a visceral reaction that prompts action.

To begin with, the third corpora showed the use of emotional appeal urgency. The speaker begins with the statement *"Every person in this room is very powerful,"* which recognizes the importance of each individual and reinforces their capacity to effect change, this not only empowers the listeners but also establishes the emotional context. The subsequent phrase, *"so I am gonna ask you for your courage,"* serves as a direct emotional appeal, presenting courage as a necessity rather than a choice. Her concluding remark, *"because that will determine our future,"* offers a persuasive call to action that is grounded in urgency; it positions the audience's choices as crucial not just for themselves but for the shared future. Through this brief yet impactful statement, the speaker stimulates emotional engagement and a sense of urgency, urging her audience to respond decisively and courageously to the pressing societal issues ahead.

"Every person in this room is very powerful so I am gonna ask you for your courage because that will determine our future" (MRS_03).

Aside from that, the fourth speech the speaker used of urgency to persuade was identified. The speaker encouraged her audience to act rather than merely observe. The opening command *"Do not complain about your government or corporate bureaucracy or the U.N. moving slowly"* urges listeners to transition from frustration to active participation, recognizing the flaws within institutions while tapping into a collective impatience. Her straightforward assertion *"They do"* acknowledges the reality of inefficiency, rendering her tone both relatable and grounded. The last phrase *"you got to jump in and change it"*, was infused with emotional intensity and empowerment, prompting individuals to view themselves as catalysts for change. Through this short yet powerful appeal, the speaker evokes feelings of frustration, hope, and responsibility, transforming emotional energy into civic engagement.

"Do not complain about your government or corporate bureaucracy or the U.N. moving slowly. They do, you got to jump in and change it" (MRS_04).

Ultimately, the speaker calls for immediate collective action in the last instance. The expression *"If impunity is allowed to continue, it will only get worse"* resonates with the audience's apprehension regarding unchecked injustice, emphasizing a deteriorating future if no action is taken. The reiteration of *"impunity"* underscores the seriousness of wrongdoing that goes unpunished, indicating a collapse in truth and accountability. Her appeal to *"stop the impunity of lies"* presents a distinct, emotionally charged command, positioning the proliferation of disinformation not merely as an issue, but as a pressing moral emergency. This encouraged listeners to acknowledge their responsibility in safeguarding truth before the circumstances worsen.

"If impunity is allowed to continue, it will only get worse. So, we need to stop the impunity of lies" (MRS_10).

Maria Ressa's speeches served as a significant illustration of Aristotle's persuasive techniques, which were ethos, logos, and pathos. Ethos is prominently displayed through her established credibility as an experienced journalist, possessing extensive knowledge of technology, political frameworks, and the phenomenon of disinformation. She supported this authority with concrete examples, such as the impact of technological platforms on journalism, the worldwide erosion of democratic institutions, and the specifics of targeted disinformation efforts. Her reliability is further enhanced by her dual role as an educator who elucidates complex concepts with precision and as a motivator who inspires her audience to act with bravery and conviction. In this manner, Ressa positions herself not merely as an authority but as an ethical and motivating figure.

Moreover, her application of logos is characterized by a consistent dependence on both empirical data and personal anecdotes. She references credible studies and statistical information to highlight trends in online harassment, information consumption, and the dangers faced by journalists, particularly women. For instance, she cites statistics from UNESCO and surveys that reveal generational trust disparities in social media. In addition, she weaves in personal experiences, from being a target of hate campaigns and deepfakes to witnessing political violence firsthand, to anchor abstract concepts in tangible realities. These methods do not simply inform; they also substantiate her claims, enhancing her credibility while prompting critical analysis.

Conclusively, pathos introduces an emotional depth to her discourse. Ressa's speeches resonate with urgency, empathy, and defiance. She elicits a spectrum of emotions, from admiration to indignation, celebrating alongside graduates, sharing the trauma of dehumanizing harassment, and urging audiences to "hold the line" against disinformation. Whether she appeals through compassion or inspires hope, her vivid narratives provoke action and empathy. This emotional dimension, interwoven with logic and integrity, amplifies her persuasive effectiveness and cultivates a sense of collective responsibility.

Conclusions

The analysis of Maria Ressa's discourse is crucial for language education, particularly in enhancing students' persuasive communication and critical thinking skills. By studying Maria Ressa's rhetorical techniques, including ethos, pathos, and logos, teachers can help students recognize and apply these methods in their own writing and speaking. The research also highlights how language shapes public opinion and supports social movements, prompting students to critically evaluate different rhetorical choices and identify biases in various texts. This process enhances their understanding of how language affects perceptions and decisions.

Moreover, the researcher emphasizes the importance of effective communication in civic engagement and advocacy. By examining Maria Ressa's speeches, language educators can motivate students to engage in meaningful discussions within their communities. The study also highlights the need for language to be both complex and accessible, providing educators with strategies to help students simplify language structures and expand their vocabulary for clearer expression. Additionally, understanding the cultural and social contexts of language use helps students recognize how language reflects identities and relationships, fostering a more inclusive and informed perspective.

Beyond linguistic elements, the study offers valuable insights into the connections between language, politics, and media. This allows educators to design lessons that demonstrate the real-world significance of language in tackling societal challenges. Furthermore, analyzing Ressa's efforts to combat misinformation and advocate for press freedom empowers students to understand the impact of language in driving change. Ultimately, integrating these insights into language education prepares students to be articulate, critical thinkers who actively participate in societal discussions.

Implications for Future Study

Based on the study's findings, it can be understood that the study was able to identify common morpho-semantic features and persuasive techniques in Maria Ressa's speech. And somehow, the compounding was the most common and dominant morphological process, as Maria Ressa employs it metaphorically. Moreover, it was apparent that she enhanced her discourse through the use of the four discourse types, in which she employed exposition and narration dominantly, and the use of persuasive techniques, especially logos, was clearly evident. Despite this, the researcher believes that there is still room for future researchers to delve into.

Furthermore, upon scrutinizing the speeches of Maria Ressa, the researcher found that Maria Ressa's career highlighted the challenges faced by women in journalism, who often encounter gender-based attacks that damage their credibility and threaten press freedom. She has addressed how female journalists, especially those covering authoritarian regimes or corruption, are more likely to endure online harassment, misinformation campaigns, and legal threats. These gender-specific attacks are not merely personal; they are used as broader tactics to silence opposition and manipulate public discourse. The primary issue is that women in journalism often face institutional biases, which can lead to their expertise being questioned more frequently than that of their male peers. They also experience higher levels of digital harassment, which can result in self-censorship or withdrawal from the profession. These systemic issues not only impact individual careers but also reduce the diversity of voices in the media, ultimately influencing how societies understand truth, democracy, and civic participation.

Moreover, future researchers can utilize a case study approach to explore gender inequality in journalism, not just focusing on Maria Ressa, but also on other female journalists who have experienced online harassment. The case study method enables a thorough examination of real-life situations, revealing the systemic obstacles that women journalists encounter. Maria Ressa's career illustrates the gender-based attacks that jeopardize press freedom, and by including other journalists with similar experiences, this study aims to uncover wider trends of suppression and discrimination.

Ultimately, delving into this issue is crucial for reinforcing democratic institutions and ensuring that women's voices are prominent in global media discussions. Conducting more research on these topics can lead to policies that safeguard journalists, support press freedom, and break down obstacles that limit women's roles in media leadership.

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