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## **The Interplay of Aristotle's Rhetorical Triangle in Sangguniang Kabataan Political Campaign Speeches: A Rhetorical Discourse Analysis**

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### **Abstract**

This study employed rhetorical discourse analysis to examine the rhetorical appeals employed by Sangguniang Kabataan chairperson candidates in their political campaign speeches. Thematic analysis was also used to identify the general themes drawn from the analyses. Gagich & Zickel's key linguistic characteristics served as a framework to identify linguistic characteristics present in the speeches of the selected candidates. Our focus, as researchers, centered on analyzing the rhetorical appeals present in ten campaign speeches delivered by SK chairperson candidates, originating from both urban and rural barangays in General Santos City, disseminated on the social media platform Facebook. Throughout the data collection process, our findings revealed that in urban barangays, pathos had the highest percentage, followed by logos, with ethos being the least utilized appeal. Conversely, in rural barangays, logos emerged as the predominant appeal, followed by pathos, while ethos remained the least utilized. Moreover, the linguistic characteristics of "elaboration", "emotion-laden vocabulary," and "credibility" surfaced as the most frequently employed. Distinct themes such as Credibility and Qualifications, and Youth Empowerment through Education were identified in the speeches. Based on the results of this study, we recommend that voters familiarize themselves with Aristotle's Rhetorical Triangle, which empowers them to

analyze political discourse discerningly, distinguishing credibility, well-founded arguments, and appeals rooted in emotion.

**Keywords:** *Aristotle's rhetorical triangle, political campaign speeches, rhetorical discourse analysis*

## Introduction

In the arena of political campaign rhetoric, the anticipation surrounding Sangguniang Kabataan election campaigns is driven by their special function in molding local youth leadership and mobilizing young voters in the Philippines. Thus, their campaign speeches play a central role, requiring meticulous language craftsmanship characterized by rhetoric and persuasive strategies to shape and manipulate voter's viewpoints (Gass & Seiter, 2018). The ability to establish credibility, evoke deep emotions, and present a compelling, logically coherent argument within these campaigns holds the potential to shape election results and guide the trajectory of youth leadership. In Australia, the essence of political campaign speeches resides in their remarkable capacity to succinctly convey a candidate's vision, policies, and aspirations, all while nurturing an authentic bond with the electorate. This essence held irrespective of national borders, as these speeches constituted a pivotal tool for political communication, enabling candidates to effectively convey their messages and kindle inspiration among voters through a shared sense of purpose (Daley, 2022). In the same vein, within the United States, political speeches assumed a pivotal role as a foundation of the electoral democratic system. They empowered candidates not just to elucidate their policies but also to partake in meaningful exchanges with the voting public. This interaction, as proposed by King (2019), represented an essential aspect of democratic governance, assuring that elected representatives remained accountable and receptive to the citizens they represented.

Political campaign speeches have held a central role in molding the Philippines' dynamic democracy throughout its history. Within a country celebrated for its rich cultural tapestry and regional variations, these speeches served as a valuable tool for candidates and voters to connect, enabling the effective communication of their ideals and commitments (David, 2018). As further noted by Kiran (2020), in a democracy, political campaigns centered around candidates delivering speeches as a means to garner public support, facilitating the important process of citizens exercising their voting rights to select their representatives.

Locally, Catoto (2022) stated that campaign speeches played a diverse function in the province of South Cotabato (Region XII). They not only served as a platform for politicians to communicate their policy agendas but also as a means of appreciating the cultural diversity of the region. This inclusive approach enabled candidates to address the specific issues and ambitions of different individuals within Region 12, reflecting the diverse cultural mosaic of the region. As Teehankee (2019) astutely pointed out, these speeches embodied not only the exercise of free speech but also stood as an

indispensable educational tool for voters, enabling them to be well-informed participants in the democratic process. In General Santos City, political campaign speeches emerged as an integral element of the democratic framework, granting voters a substantial say in molding the course of their decisions at the ballot box.

In reference to our ongoing study, it was noteworthy that our readings had not yielded any academic literature devoted to political campaign speeches in the context of the Philippines. Hence, the examination of the structural aspects and rhetorical appeals employed by the Sangguniang Kabataan chairperson candidates held significant relevance. Furthermore, given the pivotal role that the Sangguniang Kabataan occupied within contemporary society, it became not only pertinent but also imperative to embark on research endeavors concerning political campaign speeches.

To fill this gap, our research undertook an examination of political campaign speeches delivered by Sangguniang Kabataan chairperson candidates in General Santos City. Moreover, this study utilized Rhetorical Discourse Analysis (RDA) as an approach to rhetorical appeals SK Chairperson Candidates employed in their speeches to shape public opinion and advance their policy agendas.

## Research Questions

This study aimed to identify the rhetorical appeals embedded in the campaign speeches of SK chairperson candidates. This study specifically sought to answer the following questions:

1. What rhetorical appeals do SK chairperson candidates from
  - 1.1 urban barangays, and
  - 1.2 rural barangaysemploy in their speeches to shape public opinion and advance their policy agendas?
2. What are the key linguistic characteristics embedded in these speeches to establish credibility and connect with their target audiences?
3. What are the general themes that can be drawn from these analyses?

## Literature Review

### Sangguniang Kabataan in the Philippines

Sangguniang Kabataan (SK), also referred to as the youth council, assumes the role of the governing body for the youth assembly or Katipunan ng Kabataan in all barangays within the Philippines.

This entity is constituted of seven members who are democratically elected by the Katipunan ng Kabataan members during elections administered by the Commission on Elections (Amante, 2023).

The SK elections, held concurrently with barangay elections, provide young Filipinos with a unique opportunity to influence their local communities and contribute to the development of the country (Pasquin, 2023). Furthermore, elected or appointed officials of the Sangguniang Kabataan must meet specific criteria, including citizenship, eligibility to vote in Katipunan ng Kabataan, at least one year of residence in the barangay before the elections, age requirements, literacy in Filipino, English, or the local dialect, and no close relation to incumbent elected officials within the second degree of consanguinity or affinity in the locality.

In this research, the primary emphasis will be on Sangguniang Kabataan chairperson candidates and their utilization of rhetorical appeals within their political campaign speeches to shape public opinion and propel their policy agendas, to identify the key linguistic characteristics embedded in these speeches and uncover the general themes that can be drawn from the analyses.

### **Political Campaign Speech- Definition, History, Importance, and Development**

A political speech can be described as a verbal presentation carefully crafted and delivered by a speaker with a specific audience and purpose in mind during a political gathering. These speeches serve two main functions such as deliberative political speeches involve making decisions related to policy creation and implementation. Also, epideictic political discourse, as described by Charteris-Black (2018), focuses on establishing shared values and necessitates the process of consensus-building.

Political figures must possess the skill of persuasion, as many have risen to prominence in politics through their adeptness in persuasive communication. As noted by Suciati and Ambarani (2018), the ability to exhibit commendable character traits and judiciously employ selected rhetorical devices can significantly contribute to their effectiveness in delivering persuasive messages. It becomes evident that the more adept politicians are in crafting their political speeches using rhetorical strategies, the more likely their societies or nations are to foster democratic principles.

Hence, when political leaders deliver their speeches, their primary objective is to persuade their audience based on their underlying ideologies and orientations. They achieve this by strategically employing certain rhetorical tools that have an immediate emotional impact on their listeners, as observed in the study by Alo (2021). Rhetoric and persuasion are inseparable entities, as rhetoric serves as the art of effectively convincing others. This underscores the notion that persuasion is intricately linked to a speaker's preparations and delivery strategies before addressing an audience (Fleming, 2019).

### **Aristotle's Rhetorical Triangle**



Aristotle asserts that rhetoric involves a systematic examination of the various methods of persuasion applicable to specific situations and circumstances grounded in reality. In his work "Rhetoric," Aristotle contends that rhetoric serves as a versatile tool of knowledge that can be applied to any subject, spanning from the fundamentals to organized concepts. Aristotle, as cited in Gagich & Zickel (2014), identified three key persuasive appeals in the practice of rhetoric: Logos, Ethos, and Pathos.

Logos, defined by Aristotle as reasoned discourse, emphasizes the aesthetic interplay between logical reasoning and problem-solving, creating a compelling and aesthetically pleasing discourse. It includes characteristics like comparison, deductive reasoning, inductive reasoning, and exemplification. Ethos, representing credibility, involves factors like personality, character, intelligence, virtue, and experiences, influencing the audience's perception of the speaker's authority and trustworthiness. Pathos, derived from the ancient word for suffering, appeals to emotions, utilizing expressive descriptions, vivid imagery, and emotional vocabulary to evoke empathy and connection with the audience. It highlights how the strategic use of these rhetorical elements enhances persuasive communication.

Finally, the significance of the rhetorical triangle in persuasive communication lies in its provision of a well-organized framework to construct credibility, establish emotional connections, and present logical arguments. This structured approach serves as a guiding principle for communicators, empowering them to craft messages that are not only compelling but also precisely aligned with the unique needs and preferences of their audience. By grasping and seamlessly integrating these essential elements, communicators elevate their ability to influence and persuade, ensuring a more impactful and precisely adapted communication strategy (Kramer, 2022). As indicated in the aforementioned literature review, only a limited set of studies have delved into the domain of political discourse through the lens of Aristotelian rhetoric that focuses particularly on Sangguniang Kabataan. A subset of scholars has also ventured into the analysis of political campaign speeches, including those delivered by presidents, political figures, or candidates during electoral campaigns.

### **Rhetorical Discourse Analysis**

As claimed by Andrus (2021), Rhetorical Discourse Analysis (RDA) is a method for examining written or spoken language with a specific focus on the persuasive and argumentative elements within the discourse. Its primary goal is to comprehend how language is harnessed to sway and convince an audience, typically within a distinct social, political, or cultural framework.

Rhetorical Discourse Analysis finds applications in a range of disciplines, including political science, media studies, communication, and linguistics. Researchers and analysts employ RDA to gain insights into how language is deliberately employed to achieve rhetorical objectives, shape public opinion, and promote specific agendas. This methodology unveils the nuanced mechanisms of persuasion in communication, underscoring the potent role of language in shaping beliefs, attitudes, and actions (Joyce, 2023).

In conclusion, among the fundamental components outlined earlier, we have chosen to focus solely on the Identification of Rhetorical Appeals, aiming to discern the utilization of three fundamental rhetorical techniques. Rhetorical Discourse Analysis will provide the researchers with a robust framework to thoroughly explore the rhetorical appeals employed by Sangguniang Kabataan chairpersons in their speeches, serving as the cornerstone and basis for our analysis.

## Methodology

### Research Design

This study utilized a qualitative research design through Rhetorical Discourse Analysis (RDA) as its method to examine the rhetorical appeals employed by Sangguniang Kabataan chairperson candidates from urban and rural barangays in their speeches to shape public opinion and advance their policy agendas and uncover the key linguistic characteristics embedded in these speeches to establish credibility and connect with their target audiences. Thematic Analysis was also utilized in determining the general themes that could be drawn from these analyses.

Qualitative research was an investigative approach that delved into real-world problems, posing open-ended inquiries centered on “how” and “what”, rather than quantifiable data, as noted by Tenny & Brannan (2022). This method explored the essence of phenomena, encompassing their various manifestations and contextual perspectives, excluding their frequency and placement within a predefined chain of causality. To boot, it primarily gathered information in the form of textual descriptions, as opposed to numerical data, as highlighted by Busetto, et al. (2020). Similarly, Ahmad et al. (2019) defined qualitative research as a naturalistic inquiry method, aiming for profound comprehension of social phenomena in their genuine environments.

As an approach for analyzing the rhetorical appeals utilized by Sangguniang Kabataan chairperson candidates in their speeches, Rhetorical Discourse Analysis (RDA) was employed to investigate the rhetorical appeals present in their speeches and identify the prominent linguistic characteristics within these speeches. Additionally, this

approach aligned seamlessly with the research questions of this study, as purported by Andrus (2012), RDA emphasized suitability for scrutinizing rhetorical appeals in political campaign speeches, owing to its emphasis on persuasion, linguistic analysis, contextual comprehension, and its capacity to unveil the deliberate utilization of ethos, pathos, and logos. It provided a methodical and critical framework for deconstructing the persuasive influence of political discourse.

## Research Material

The corpora utilized in this study comprised political campaign speeches delivered by Sangguniang Kabataan chairperson candidates. To achieve data parity, the researchers collected five (5) speeches from urban barangays and five (5) speeches from rural barangays. This balanced sampling approach is crucial for a comprehensive understanding of the perspectives and concerns across diverse settings of the SK chairperson candidates in General Santos City.

## Data Collection

To ensure meticulous and impartial data collection for this examination, we followed established research protocols, guided by Creswell's (2013) qualitative research principles. Initially, we systematically categorized General Santos City's barangays into urban and rural, relying on the official Sangguniang Panlungsod website. This classification aimed for structured data presentation. During the campaign period, we compiled candidate names shared on Facebook, investigating Sangguniang Kabataan chairperson candidates' profiles for campaign videos. We accessed party list pages and used relevant hashtags for a comprehensive search. Ten campaign speeches, five from urban and five from rural barangays, were selected from Facebook as the study's corpora. Facebook's public nature facilitated data collection, but due to language diversity, transcription and translation were necessary. Individuals fluent in English, Filipino, Ilonggo, and Cebuano transcribed speeches, seeking translation help for challenging words.

Selection criteria were based on the delivery date aligning with the election campaign period for Sangguniang Kabataan chairperson in General Santos City. Upon the selection, each Sangguniang Kabataan political campaign speech was assigned a unique code. The code structure comprised an abbreviation denoting "Sangguniang Kabataan Chairperson" (SC), then U for urban and R for rural, followed by a numeric identifier specific to each chairperson. For example, SCU-01 represented Sangguniang Kabataan Chairperson, speech number 1.



## Data Analysis

In this study, we organized the ten selected campaign speeches into tables within a Word document and labeled them. Following this, each corpus underwent close reading and rhetorical discourse analysis (RDA). The analysis involved examining the rhetorical appeals and linguistic characteristics employed by the SK chairperson candidates, addressing the first question using a method inspired by Gagich & Zickel (2014) for the second question. For the third question, a modified version of Colaizi's seven-step method was applied to extract general themes from the speeches. The analysis of rhetorical appeals incorporated the rhetorical triangle, while the analysis of linguistic characteristics considered eleven specific linguistic features. The campaign speeches were thoroughly examined to identify both the rhetorical appeals and linguistic characteristics present in each speech.

## Ethical Considerations

In line with Denzin & Lincoln's (2005) perspective, ethics is fundamental for establishing guidelines and standards essential for academic approval. To ensure adherence to necessary research rules, ethical standards are implemented, emphasizing considerations such as social value, researcher qualifications, facility adequacy, and community involvement. Conforming to the Data Privacy Act of 2012 (Republic Act No. 10173), a coding system is employed for referencing online news media as the data source, safeguarding confidentiality and anonymity.

## Results

This section reveals the findings of the analysis focusing on the rhetorical appeals employed by SK chairperson candidates from both urban and rural barangays in General Santos City. The presentation of results adheres to the sequence of research questions, starting with an investigation into the rhetorical appeals utilized by SK chairperson candidates in their speeches, followed by an exploration of the linguistic characteristics within their speeches. The presentation concludes by delving into the general themes discerned from these analyses.

### Rhetorical Appeals Used by SK Chairperson Candidates

In assessing the rhetorical appeals employed by Sangguniang Kabataan chairperson candidates, we engaged in coding the content of campaign speeches. After this, an assessment of the frequency of these appeals was undertaken and is succinctly presented in the table below.

Table 1.1 shows the rhetorical appeals namely ethos, pathos, and logos used by

the candidates from urban barangays and their frequency.

As indicated in Table 1.1, pathos emerges as the most prevalent rhetorical appeal, comprising 42.27% of the dataset (41 instances). Following this, logos stands at 36.08% (35 instances), while ethos is the least employed rhetorical appeal, accounting for 21.65% (21 instances).

The findings from Table 1.1 suggest that a key attribute of a successful campaign speech for Sangguniang Kabataan in the local setting involves a strong emphasis on eliciting emotional resonance from the audience, compelling them to share the same sentiments as the speaker. Moreover, this indicates that in General Santos City, particularly in urban barangays SK chairperson candidates employ emotional appeals in their speeches.

**Table 1.1**  
**Rhetorical Appeals Used by SK Chairperson**  
**Candidates of Urban Barangays**

<b>Rhetorical Appeals</b>	<b>Urban</b>	
	<i>Frequency (f)</i>	<i>Percentage (%)</i>
<b>Ethos</b>	21	21.65%
<b>Pathos</b>	41	42.27%
<b>Logos</b>	35	36.08%
<b>Total</b>	97	100%

Table 1.2 illustrates the frequency of rhetorical appeals, namely ethos, pathos, and logos, employed by candidates from rural barangays.

As delineated in Table 1.2, logos stand out as the most prevalent rhetorical appeal, representing 48% of the dataset (36 instances), followed by pathos at 34.67% (26 instances), with ethos being the least utilized appeal at 17.33% (13 instances).

**Table 1.2**  
**Rhetorical Appeals Used by SK Chairperson**  
**Candidates of Rural Barangays**

<b>Rhetorical Appeals</b>	<b>Rural</b>	
	<i>Frequency (f)</i>	<i>Percentage (%)</i>
<b>Ethos</b>	13	17.33%
<b>Pathos</b>	26	34.67%
<b>Logos</b>	36	48%
<b>Total</b>	75	100%

The results derived from Table 1.2 propose that a vital element for a triumphant campaign speech targeting the Sangguniang Kabataan in the local context revolves around effectively employing logical reasoning when addressing the audience, presenting them with factual information, and outlining concrete plans. Furthermore, these findings suggest that, specifically in the rural barangays of General Santos City, SK chairperson candidates predominantly utilized logical reasoning as a primary component of their speeches.

Table 2 outlines the key linguistic characteristics employed by SK chairperson candidates encompassing both urban and rural barangays. This analysis sheds light on the pivotal aspects influencing their communication strategies.

The study on linguistic characteristics in urban and rural barangays in General Santos City reveals clear patterns. In both settings, specific linguistic characteristics were identified and measured. Credibility, emotion-laden vocabulary, and elaboration was the most prevalent at 20.41% (10 instances) of observed linguistic features. Other notable characteristics included the incorporation of exemplification at 10.20% (5 instances), providing character and personal story at 6.12% (3 instances), utilizing vivid imagery, expressive descriptions, and making comparisons has 4.08% (2 instances), and both deductive reasoning and inductive reasoning equally got 2.04% (1 instance).

These findings offer valuable insights into the linguistic strategies employed by SK chairperson candidates in both urban and rural barangays during their campaign speeches. The prevalence and distribution of these linguistic characteristics underscore the intricate and diverse nature of their communication strategies. This exploration contributes to a deeper understanding of how candidates strategically use language to convey their messages and connect with the voters in different settings.

**Table 2**  
**Linguistic Characteristics Used by SK Chairperson**  
**Candidates of Urban & Rural Barangays**

Key Linguistic Characteristics	Description	SK Chairperson Candidates Code	Frequency %
Character	Encompassing one's personal history and innate personality traits.	SCU-02, SCU-04, SCR-06	3 (6.12%)

<b>Credibility</b>	Emphasizing the background or share pertinent experiences related to the topic.	SCU-01, SCU-02, SCU-03, SCU-04, SCU-05, SCR-06, SCR-07, SCR-08, SCR-09, SCR-10	10 (20.41%)
<b>Emotion-laden vocabulary</b>	Guiding the audience into a specific emotional mindset prompts them to consider what emotions the author aims to evoke and how they achieve this effect.	SCU-01, SCU-02, SCU-03, SCU-04, SCU-05, SCR-06, SCR-07, SCR-08, SCR-09, SCR-10	10 (20.41%)
<b>Personal story</b>	Narrating personal stories that delve into their experiences and life journeys.	SCU-02, SCU-05, SCR-06,	3 (6.12%)
<b>Vivid imagery</b>	Employing expressive language to craft detailed and sensory-laden mental images for the audience, aiming to elicit emotions through the evocative power of description.	SCU-03, SCU-05	2 (4.08%)
<b>Expressive description</b>	Using expressive descriptions that bring people, places, or events to life, allows the audience to immerse themselves in those experiences.	SCU-02, SCR-07	2 (4.08%)

<b>Elaboration</b>	Providing detailed explanations, evidence, or arguments to support or clarify a point.	SCU-01, SCU-02, SCU-03, SCU-04, SCU-05, SCR-06, SCR-07, SCR-08, SCR-09, SCR-10	10 (20.41%)
<b>Exemplification</b>	Using numerous examples or a diverse range of evidence to substantiate a single point.	SCU-02, SCU-04, SCR-06, SCR-08, SCR-10	5 (10.20%)
<b>Deductive reasoning</b>	Initiating the discussion with a comprehensive and general claim or example, and skillfully employing it to underpin a more nuanced and specific point or assertion.	SCR-08	1 (2.04%)
<b>Inductive reasoning</b>	Drawing upon numerous specific examples or cases to formulate a sweeping generalization.	SCU-01	1 (2.04%)
<b>Comparison</b>	Aligning a specific aspect related to your subject with another resembling element to fortify your argument.	SCU-02, SCU-05	2 (4.08%)
<b>Total</b>		49	100%



### General Themes Drawn from the Speeches of SK Chairperson Candidates

This section presents overarching themes discerned from the speeches delivered by candidates vying for the position of SK chairperson in Urban Barangays. This table also shows the core ideas of each theme with its corresponding Sangguniang Kabataan chairperson candidate's code.

**Table 3**  
**General Themes Drawn from the Campaign Speeches**  
**of SK Chairperson Candidates**

Major Themes	Core Ideas	SK Chairperson Candidates Code
<b>Credibility and Qualification</b>	Educational Background	SCU-01, SCU-02, SCU-03, SCR-07, SCR-08
	Academic Achievements	SCU-03, SCU-05, SCR-07
	Membership in Organizations	SCU-01, SCR-06, SCR-07, SCR-09
<b>Youth Empowerment through Education</b>	Provision of Scholarship Programs	SCU-01, SCU-02, SCU-03, SCU-04, SCR-06, SCR-08, SCR-10
	Development of Advocacy Programs	SCU-01, SCU-02, SCU-03, SCU-04, SCR-06, SCR-07, SCR-08
	Organization of Seminars and Symposiums	SCU-02, SCU-03, SCU-04, SCR-07, SCR-08
	Providing free use of WI-FI, computers, and printing hub	SCU-04, SCR-06, SCR-10
<b>Equality, Inclusivity, and Representation</b>	Acknowledgment of LGBTQ+ Community	SCU-02, SCR-06, SCR-07, SCR-08, SCR-09

	Inclusion of PWD	SCU-02, SCU-04, SCR-07
	Inclusion of Out-of-School Youth	SCU-01, SCU-02, SCU-03, SCR-07
<b>Resource Management, Financial Transparency, and Accountability</b>	Regular Financial Report	SCU-01, SCU-03, SCU-04, SCR-07
	Transparency in Governance	SCU-01, SCU-03, SCU-04, SCR-07, SCR-08, SCR-09
	Visibility of SK Activities and Project	SCU-01, SCU-03, SCU-04
<b>Sports Development</b>	Diversification of Sports Activities	SCU-01, SCU-02, SCU-03, SCU-04, SCU-05, SCR-06, SCR-07, SCR-08, SCR-10
	Distribution of Sports Equipment	SCU-01, SCR-06, SCR-08, SCR-10
<b>Unity and Teamwork</b>	Collaboration with Local Government Unit	SCU-02, SCU-05, SCR-06, SCR-10
	Cooperation for Effective Governance	SCU-01, SCU-02, SCU-03, SCR-10

**Credibility and Qualifications.** Credibility involves trustworthiness and reliability, built on expertise, honesty, consistency, and transparency. Qualification pertains to the skills and credentials acquired through education, training, and practical experiences. Influencers deemed knowledgeable, respected, and socially connected are considered credible sources (Lin., et al, 2018). In the context of candidates, they emphasized their educational background, academic achievements, and affiliations with relevant organizations in the realm of community governance."

**Youth Empowerment through Education.** Empowering young people through education means enabling them to acquire knowledge, skills, and opportunities that support their personal growth, self-assurance, and capacity to make positive contributions to society. In the study carried out by Ahmad et al. (2023), education plays

a key role in cultivating the skills and mindset necessary for young individuals to thrive as competitive and inventive members of society, particularly within the dynamic and swiftly evolving global economy. In this theme, the candidate elaborated on their strategies, which encompasses provision of scholarship programs, development of advocacy programs, organizations of seminars and symposiums and lastly providing free use of Wi-Fi, computers, and printing hub.

**Equality, Inclusivity, and Representation.** Equality denotes fair treatment and equal rights for all individuals, irrespective of differences like race, gender, ethnicity, religion, or socioeconomic status. Inclusivity involves creating accepting environments valuing diverse backgrounds and perspectives, ensuring everyone feel respected and included, regardless of differences. an inclusive society challenges exclusionary laws and traditions, which often marginalize individuals and groups based on their identity, gender, race, ethnicity, religion, and disability (Lutfiyya & Bartlett, (2020). Representation entails ensuring diverse groups are fairly portrayed and actively involved in decision-making processes within organizations or communities, ensuring diverse viewpoints are considered. The candidate's speeches stress the paramount importance of unity and fairness, particularly highlighting the incorporation of LGBTQ+ individuals, persons with disabilities (PWD), and out-of-school youth into their agenda.

**Resource Management, Financial Transparency and Accountability.**

Resource Management pertains to efficiently utilizing finances, personnel, equipment, and assets to accomplish organizational objectives. Financial Transparency involves openly presenting financial details in a comprehensible manner, ensuring accessibility for stakeholders. Accountability refers to taking responsibility for actions, particularly in financial management, ensuring proper fund handling, adherence to guidelines, and being accountable to stakeholders. The theme focuses on assuring the audience regarding responsible and transparent management of funds allocated for youth programs. The candidate's speeches emphasize the significance of ensuring transparency and accountability, allowing young people access to information concerning fund allocation and ongoing projects. A study conducted by Wafirotn & Septiviastuti (2019) showed the results of transparency and accountability had a positive and significant effect partially and simultaneously on community financial management.

**Sports Development.** Sports development involves a systematic approach focused on improving and encouraging sports activities, involvement, infrastructure, and the general sports environment within a community. The candidate acknowledges the vital role of sports and recreational activities in fostering the growth of young individuals, Hlivák (2016) believes that sport is an important social, cultural, and

economic phenomenon that contributes to achieving the company's strategic objectives, such as solidarity, security, and prosperity while defining the following sport aspects, which have a positive effect on people and the company (Varmus et al. 2021). This theme emphasizes the promotion of diversification of sports activities and the distribution of sports equipment among the youth.

**Unity and Teamwork.** Unity represents a state of togetherness, where individuals, despite differing opinions or backgrounds, share common values or interests, fostering harmony and solidarity within a team or community through mutual understanding and support. Teamwork involves individuals combined cooperative efforts towards a common goal, emphasizing collaboration, communication, and mutual support among team members to achieve tasks effectively by leveraging strengths and sharing responsibilities. This theme implies that effective governance relies significantly on collaboration and collective efforts. Newig et al. (2018) posits that collaborative governance always involves some degree of sharing responsibility for decision making and actions among stakeholders.

## Discussion

The primary aim of this study is to scrutinize the rhetorical appeals embedded in the speeches delivered by SK chairperson candidates from both urban and rural barangays in General Santos City. To achieve this objective, the analysis employed the rhetorical discourse analysis (RDA) approach, aiming to identify both the rhetorical appeals and linguistic characteristics present in these speeches. The examination of 10 campaign speeches by SK chairperson candidates revealed a key attribute crucial for success in Sangguniang Kabataan campaigns in the local context. This attribute involves placing a strong emphasis on evoking emotional resonance from the audience, compelling them to share the same sentiments as the speaker. Notably, in General Santos City, especially in urban barangays, SK chairperson candidates tend to utilize emotional appeals in their speeches. On the other hand, in rural barangays, the study suggests that a vital component for a successful campaign speech targeting the Sangguniang Kabataan involves effectively employing logical reasoning. This includes addressing the audience, presenting factual information, and outlining concrete plans to garner support.

The study examining linguistic characteristics in urban and rural barangays of General Santos City reveals distinct patterns. Across both settings, specific linguistic features were identified and quantified. Notably, credibility, emotion-laden vocabulary, and elaboration emerged as the most prominent, constituting 20.41% (10 instances) of observed linguistic features. Other significant characteristics included the use of

exemplification at 10.20% (5 instances), providing character and personal stories at 6.12% (3 instances), employing vivid imagery, expressive descriptions, and making comparisons at 4.08% (2 instances), while both deductive and inductive reasoning were equally represented at 2.04% (1 instance each).

These findings provide valuable insights into the linguistic strategies adopted by SK chairperson candidates in both urban and rural barangays during their campaign speeches. The prevalence and distribution of these linguistic features highlight the nuanced and diverse nature of their communication approaches. This investigation contributes to a deeper comprehension of how candidates strategically leverage language to convey messages and establish connections with voters in distinct settings.

In summary, the texts provide an in-depth exploration of various speech themes, highlighting essential elements like credibility, qualifications, educational background, and organizational affiliations. It emphasizes the crucial role of educational support for youth, encompassing initiatives such as scholarships, seminars, and advocacy programs. Special attention is directed toward ensuring the equitable representation of marginalized groups, including the LGBTQ+ community, out-of-school youth, and persons with disabilities. Additionally, the narrative underscores the paramount importance of transparency, financial responsibility, and efficient resource management in the activities of Sangguniang Kabataan concerning fund allocation and project implementation.

Furthermore, the discourse delves into sports development, urging for the broadening of sports activities, equitable distribution of equipment, and the encouragement of unity, teamwork, and collaboration with local government units. These recurring themes collectively highlight the need for holistic growth, inclusivity, and collaborative endeavors to enhance the effectiveness of youth-focused programs and governance initiatives. In essence, the summarized content portrays a comprehensive vision aimed at advancing the well-being of the youth and the broader community through thoughtful and inclusive governance.

Finally, it's evident that political leaders must possess the art of persuasion, as many have gained prominence in politics through their adeptness in persuasive communication. The skill to display commendable character traits and employ carefully chosen rhetorical devices significantly enhances their effectiveness in delivering persuasive messages. It becomes apparent that the more skilled politicians are in shaping their political speeches with rhetorical appeals, the higher the likelihood that their societies or nations will embrace and uphold democratic principles.

## Conclusion



In conclusion, it is abundantly clear that Aristotle's rhetorical triangle bears profound significance in the realm of public and political speeches. This model consistently reinforces persuasion by incorporating the crucial elements of credibility, emotions, and rationality. The potency of a persuasive message is heightened when it seamlessly integrates ethical appeal, emotional engagement, and logical reasoning. Aristotle's enduring insights into rhetoric have left an indelible mark on communication theory, maintaining relevance across diverse fields, particularly in the realm of public speaking. Remarkably, the findings of this study affirm the enduring presence of the rhetorical triangle in political campaign speeches, underscoring its unwavering role as a foundational pillar in the landscape of successful communication.

Nevertheless, the artful use of rhetorical appeals and linguistic characteristics assumes a paramount role in shaping your stance and expression as a speaker. The rhetorical triangle, with its tenets of ethos, pathos, and logos, emerges as a keystone in persuasive communication. It provides a meticulously organized framework for constructing credibility, fostering emotional bonds, and presenting cogent arguments. This systematic methodology serves as a guiding principle for communicators, furnishing them with the adeptness to craft messages that are not only compelling but also precisely tailored to the distinctive needs and preferences of their audience.

Drawing attention to the significance of rhetorical appeals in persuasive communication is vital. Regardless of a speaker's conscious awareness, the innate urge to persuade becomes evident, particularly in the context of pursuing a specific position. This study illuminates the incorporation of rhetorical appeals into political campaign speeches, a noteworthy discovery considering the presence of various linguistic characteristics. It reinforces the purposeful utilization of persuasive techniques in political communication, showcasing the deliberate integration of rhetorical appeals within the broader array of linguistic elements.

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