



Research Article

Political Discourse in Ferdinand Marcos Jr.'s 2022 and 2025 State of the Nation Addresses

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Article History:

Date received: August 3, 2026
Date revised: October 1, 2026
Date accepted: October 9, 2026

Recommended citation:

Lizardo, J.R., Imperial, D., & Bongabong, M.C. (2026). Political discourse in Ferdinand Marcos Jr.'s 2022 and 2025 State of the Nation Addresses. *Journal of Interdisciplinary Perspectives*, 4(11), 70-89.
<https://doi.org/10.69569/jip.2026.432>

Abstract. Political discourse plays a significant role in shaping how leaders communicate national issues, policies, and governance. However, limited research has examined how speech acts and ideological strategies interact across different points in a presidential administration. This study examines how President Ferdinand “Bongbong” Marcos Jr. strategically uses political discourse in his first (2022) and fourth (2025) State of the Nation Addresses (SONAs) to construct ideology and shape public perception. Guided by Speech Act Theory and van Dijk’s Critical Discourse Analysis, particularly the Ideological Square, the study analyzes how illocutionary acts and discourse strategies reinforce leadership legitimacy and governance narratives. Using qualitative content analysis, the official transcripts of the 2022 and 2025 SONAs served as the primary corpus. Findings reveal that assertive speech acts dominate both speeches, emphasizing credibility, authority, and solution-oriented governance. The study also identifies an ideological shift from crisis-responsive and state-centered governance in 2022 toward a more development-oriented and economic-centered discourse in 2025. Through positive self-presentation, minimization of institutional weaknesses, and emphasis on reform and modernization, the speeches construct the administration as capable and responsive to national concerns. Overall, the study highlights how political language functions as a persuasive and ideological tool that shapes public understanding of governance and national development.

Keywords: *Illocutionary acts; Discourse strategy; Ideology; SONA; PBBM.*

A nation’s story is often shaped by those who narrate it, and in political contexts, leaders’ speeches play a crucial role in framing citizens’ understanding of national challenges and aspirations (Capano et al., 2023). Political speeches therefore function beyond transmitting information; they provide discursive resources through which leaders define issues, set priorities, justify actions, and shape interpretations of national affairs. Empirical research shows that political speech responds to its broader political environment. Hager and Hilbig (2020) found that exposure to public opinion research influenced both the topics government officials addressed and the substantive positions expressed in their speeches. Similarly, Meyenburg (2022) showed that political discourse helps construct social and political realities by shaping how political phenomena are represented and understood. Another recent study further shows that political speeches employ linguistic and rhetorical resources to communicate positions, establish leadership identities, and construct ideological meanings (Paz, 2024). Taken together, these studies establish that political discourse is not simply descriptive; it is a strategic form of communication through which political actors represent national conditions, articulate policy orientations, and negotiate relations of power.

The study of presidential and political discourse demonstrates the significance of language in constructing governance narratives. Philippine State of the Nation Addresses (SONAs) identified rhetorical and linguistic



strategies through which presidents present accomplishments, national conditions, and policy directions (Calonge & Talili, 2016). Duran (2023) extended these findings by examining ideology, speech acts, and discourse strategies in contemporary Philippine political communication. Furthermore, identified ideological representations involving governance, leadership, national identity, public order, and social responsibility. Aperocho et al. (2023) likewise found that State of the City Addresses employed rhetorical and semantic patterns that constructed a positive representation of leadership and administration. In the case of Ferdinand “Bongbong” Marcos Jr., Signey (2023) found that his 2022 SONA employed ideological strategies associated with positive self-representation, authority, national self-glorification, and the presentation of numerical information. These findings indicate that Philippine political speeches can simultaneously communicate governmental accomplishments and priorities while constructing representations of leadership and national affairs.

Political language also performs functions rather than merely conveying propositions. Agagon et al. (2024), in their analysis of Marcos Jr.’s 2022 and 2023 SONAs, found that assertive speech acts were dominant in both addresses, indicating the prominence of statements and claims in the president’s presentation of national conditions and government actions. Their study, however, primarily classified and quantified the illocutionary functions of the utterances. International studies likewise show that political discourse can employ linguistic structures to construct ideological positions, leadership identities, and relations of power (Murillo & Yeh, 2021; Prabhakaran et al., 2021; Chepurnaya, 2021).

Despite these advances, an important analytical limitation remains. Existing studies have generally examined either the illocutionary functions of political utterances or the ideology through which political actors represent themselves, their governments, and national issues. In the Philippine setting, studies of Marcos Jr.’s SONAs have also tended to focus on a single dimension or a limited sequence of addresses. Consequently, less attention has been given to how the functions of presidential utterances and their ideological implications operate together across different points in an administration. This distinction is important because a speech act that asserts a condition, promises an action, recommends a policy, or evaluates a national issue may simultaneously contribute to representations of government, social groups, national problems, and leadership. Thus, the literature has established that political speeches can perform communicative and ideological functions, but it remains insufficiently clear how these functions interact to construct presidential narratives as national priorities and governance contexts change over time.

The comparison of Marcos Jr.’s first (2022) and fourth (2025) State of the Nation Address addresses this gap by examining how illocutionary function and discourse strategies work together to construct political narratives across different points in his administration. Specifically, this study identifies the speech acts in the two addresses and examines, through Speech Act Theory and Critical Discourse Analysis using van Dijk’s Ideological Square, how these acts shape representations of leadership, governance, national issues, and power. Speech Act Theory provides the micro-level analysis of what political utterances accomplish, while Critical Discourse Analysis provides the macro-level interpretation of their ideological implications. Comparing the two SONAs identifies continuities and shifts in political discourse and deepens understanding of how presidential language sustains or reconstructs ideological and governance narratives as national priorities change.

Methodology

Research Design

This study uses qualitative latent content analysis to explore deeper meanings in social phenomena (Creswell & Creswell, 2018). This design is suitable as it examines political speeches as meaningful texts, using content analysis to systematically identify key themes, patterns, ideas, values, and social issues. Latent content analysis was employed to interpret the underlying meanings and sociopolitical implications embedded in the SONAs, moving beyond their explicit content (Graneheim et al., 2017). This served as the overarching method, with Speech Act Theory guiding the coding of illocutionary acts and Critical Discourse Analysis guiding their interpretation of the in-group and the out-group. This qualitative latent content analysis design allowed the study to systematically identify the illocutionary acts in PBBM’s SONAs and examine their discourse patterns, making the design appropriate for interpreting the linguistic and sociopolitical meanings embedded in the speeches.

Research Corpora

The study used President Ferdinand “Bongbong” Marcos Jr.’s first (2022) and fourth (2025) State of the Nation

Address (SONAs) as its primary corpus. The selected speeches were officially delivered as SONAs, directly addressed national issues, and were fully accessible, while campaign speeches, press briefings, and unofficial summaries were excluded. These two SONAs provided a focused basis for comparing continuities and changes in illocutionary acts and discourse patterns across different points in the administration.

Data Gathering Procedure

The researchers collected data from the Presidential Communications Office (PCO) webpage. The main sources of information were retrieved, confirmed, and compiled over a two-week period to ensure completeness and accuracy. The document review process included systematic access, download, and analysis of the speeches for content on national issues and political discourse. The data were responsibly stored and properly cited to acknowledge and credit the sources. Furthermore, the researchers translated the speeches from Filipino into English with the assistance of two translators: one English-language translator and one Filipino-language translator. Each translator independently reviewed the translation for accuracy, contextual equivalence, and consistency with the original text, and the researchers discussed and resolved any discrepancies through consensus. The finalized translation was then reviewed with the data analyst during a debriefing session to ensure consistency and alignment with the study's analytical framework, thereby strengthening the trustworthiness of the translated data. (Squires, 2009; Temple & Young, 2004).

Data Analysis Procedure

The analysis began with a careful reading of each speech, taking notes on key points, recurring ideas, and notable expressions. The speeches were then systematically coded using the coding framework developed by Agagon et al. (2024), which classified the identified illocutionary acts into five categories: Assertive, Directive, Commissive, Expressive, and Declarative. For Assertive acts, the codes included Claiming (CM), Complaining (CP), Stating (ST), Boasting (BT), Describing (DB), and Suggesting (SU); for Directive acts, Order (OR), Request (RQ), Command (CG), and Recommend (RM); for Commissive acts, Promising (PM) and Threatening (TT); for Expressive acts, Thanking (TK), Welcoming (WC), and Praising (PR); and for Declarative acts, Declaring (DC) and Dismissing (DS). Codes 22 and 25 were assigned to the 2022 and 2025 SONAs, respectively, to distinguish the speeches by year.

Following the initial identification of utterances, the Agagon et al. (2024) framework was applied to classify each utterance according to its illocutionary category and corresponding code. The 2022 and 2025 SONA data were then systematically reviewed against the framework, with codes retained when they adequately represented the intended function and modified or supplemented only when an utterance expressed a function not sufficiently captured by the original coding scheme. Coding consistency was established through repeated review of the coded data, while ambiguous utterances and coding disagreements were discussed and resolved through consensus, with reference to the utterance's linguistic context and intended function.

The resulting codes were grouped into broader underlying meanings through deductive thematic analysis guided by Speech Act Theory and van Dijk's Ideological Square, focusing on how illocutionary acts and ideological patterns represented positive in-group actions and negative out-group actions. Additionally, after the initial analysis, the data analyst reviewed the presentation and analysis of the data to ensure translation consistency and accuracy, the validity of the translation process, appropriate clustering of speeches, and alignment with the study's theoretical frameworks.

Trustworthiness of the Study

Guided by Lincoln and Guba's (1985) CCTD framework, the study established trustworthiness through credibility, confirmability, transferability, and dependability. Credibility and confirmability were strengthened through systematic comparison with official transcripts and video recordings, careful documentation of coding and interpretation, and reflexive review, while transferability and dependability were supported by detailed contextual descriptions and consistent documentation of the research procedures. These measures ensured that the findings remained grounded in the SONA data, transparently derived, contextually meaningful, and sufficiently systematic for critical review.

Ethical Considerations

Even though this study did not involve human participants and analyzed publicly available speeches obtained

from the official government website, ethical considerations were observed to ensure responsible and balanced representation of political discourse. The researchers maintained a pro-people positionality and practiced reflexivity to minimize personal bias, avoid selective interpretation, and represent the President's statements accurately and within their original context. These practices supported the ethical and responsible interpretation of the political discourse examined in the study.

Results and Discussion

Illocutionary Analysis of PBBM's SONA

Table 1 illustrates the comparison between illocutionary speech acts performed in the 2022 and 2025 State of the Nation Addresses (SONA) of President Ferdinand Marcos Jr. (PBBM). It presents the number of utterances in the 2022 and 2025 SONAs. The findings indicate that in 2022, 330 utterances were found, with the majority being assertive utterances (63.63%, 210), commissive utterances (19.70%, 65), directive utterances (12.73%, 42), expressive utterances (3.64%, 12), and declarative utterances (0.3%, 1). In comparison, the 2025 SONA contained a total of 307 utterances, where assertive acts were 70.36% (216), commissive acts were 17.26% (53), directive acts were 7.50% (23), expressive acts were 3.58% (11), and declarative acts slightly rose to 1.3 (4).

Table 1. Overall Distribution of Illocutionary Acts

Illocutionary Classification	Sub-type	2022 SONA – f (%)	2025 SONA – f (%)
Assertive	Stating (ST)	143 (43.3%)	143 (46.6%)
	Boasting (BT)	7 (2.1%)	21 (6.8%)
	Suggesting (SU)	3 (0.9%)	1 (0.3%)
	Describing (DB)	67 (20.3%)	20 (6.5%)
	Claiming (CM)	0 (0%)	20 (6.5%)
	Complaining (CP)	0 (0%)	11 (3.6%)
Subtotal		210 (63.6%)	216 (70.4%)
Directive	Requesting (RQ)	5 (1.5%)	12 (3.9%)
	Commanding (CG)	20 (6.1%)	6 (2.0%)
	Ordering (OR)	1 (0.3%)	3 (1.0%)
	Recommending (RM)	16 (4.8%)	2 (0.7%)
Subtotal		42 (12.7%)	23 (7.5%)
Commissive	Promising (PM)	65 (19.7%)	50 (16.3%)
	Threatening (TT)	0 (0%)	3 (1.0%)
Subtotal		65 (19.7%)	53 (17.3%)
Expressive	Thanking (TK)	3 (0.9%)	4 (1.3%)
	Welcoming (WC)	7 (2.1%)	2 (0.7%)
	Praising (PR)	2 (0.6%)	5 (1.6%)
Subtotal		12 (3.6%)	11 (3.6%)
Declarative	Declaring (DC)	1 (0.3%)	4 (1.3%)
	Dismissing (DS)	0 (0%)	0 (0%)
Subtotal		1 (0.3%)	4 (1.3%)
TOTAL		330 (100%)	307 (100%)

Assertive Speech Acts

Assertive is the form that binds speakers to the truth of a statement expressed. Assertive includes Stating, Boasting, Suggesting, Describing, Claiming, and Complaining, all of which place the speaker in responsibility for the correctness of the proposition. A speaker who makes an assertive statement gives an indication of confidence and belief in what they say, and this is an invitation to the listener that he/she should believe or trust what the speaker

is saying (Searle, 1967).

The findings indicate that assertive speech acts dominate both the 2022 and 2025 SONAs, with Stating (ST) consistently comprising the largest proportion. This pattern suggests that the speeches primarily present national conditions, government actions, and policy-related propositions as factual or reliable information. Although Describing (DB) declines in 2025, the increased use of Boasting (BT), together with the emergence of Claiming (CM) and Complaining (CP), indicates a shift toward more evaluative and accomplishment-oriented assertions. Meanwhile, Suggesting (SU) remains minimal, showing that the speeches rely more on direct assertions than tentative or advisory expressions.

Through information and communications technology, the Bureau of Customs will promote streamlined processes (ST 22.7).

We must ensure that our classrooms are safe for teachers, for students, and the entire academic community when they return to face-to-face classes (ST 22.60).

The use of *will promote* presents the government's intended action with certainty, framing the policy as a concrete and reliable course of action, while *must ensure* conveys strong necessity and commitment toward achieving a stated condition. These expressions demonstrate how assertive speech acts communicate government plans and positions while establishing confidence, urgency, and necessity in their implementation. In this context, the assertive acts not only provide information but also emphasize the government's commitment to addressing institutional processes and educational safety as necessary courses of action.

These findings align with Marsili and Green (2021), who emphasize that assertive speech acts commonly employ declarative structures and certainty markers to present propositions as truthful and credible. The present findings extend this observation to presidential SONA discourse by showing how factual verb forms and modality markers such as *will* and *must* are used to communicate policies, actions, and commitments with authority. This supports previous research while demonstrating how these linguistic features operate specifically within formal presidential addresses.

Overall, the findings show that the dominance of assertive acts is not simply a matter of frequency but also reflects how the president constructs and presents information through language. Declarative structures, factual verb forms, and high-modality expressions contribute to the authoritative presentation of national conditions and government actions. However, assertive language alone does not automatically establish credibility; its effect also depends on how statements are delivered, emphasized, and situated within the broader political discourse. Thus, Speech Act Theory helps explain how these linguistic choices perform communicative functions and shape how presidential claims and commitments are presented.

Directive Speech Acts

A directive is an utterance or form of speech intended for speakers to create the effect that the hearer acts. Acts such as Requesting, Commanding, Ordering, and Recommending are intended to cause a reaction or obedience in the listener. Directives involve the speaker placing himself or herself in some level of authority or expectation, which is an indication that the hearer is supposed to respond accordingly to the utterance. Depending on circumstances, tone, and power relations, a directive may be a polite hint or a strong command (Searle, 1969).

The findings show that directive speech acts shifted noticeably between the 2022 and 2025 SONAs. In 2022, Commanding (CG) and Recommending (RM) were the dominant directive forms, whereas Requesting (RQ) became the most prominent in 2025. At the same time, the use of Commanding and Recommending declined, while Ordering (OR) increased slightly. This pattern suggests a shift from more direct, authoritative ways of directing the audience to expressions that are more audience-oriented and less imposing.

So please download the eGov app. With combined services in one mobile app, the government is truly closer now and already in your hands. [applause] (RQ 25.11).

The phrase "please download the eGov app" directly encourages the audience to take a specific action while using

"*please*" to soften the directive. Rather than presenting the action as an order, the speaker frames it as a request, making the directive more approachable while still encouraging audience compliance. The softened directive also connects the request to its stated benefit. By presenting the application as a convenient way to access government services, the speaker gives the audience a reason to respond to the requested action. Thus, the directive not only tells the audience what to do but also encourages participation by linking the action to a perceived public benefit.

These findings align with Aini et al. (2023), who explain that directive speech acts function to influence actions and guide audience behavior. The present findings extend this observation by showing a shift in how directive force is expressed in presidential discourse. While the 2022 SONA relied more heavily on commanding and recommending, the 2025 SONA shows greater use of requesting, suggesting that directive force can be maintained through less direct and more audience-oriented expressions. Overall, the shift in directive speech acts indicates a change in the way the speaker engages the audience. The reduced reliance on commanding and recommending, alongside the increased use of requesting, reflects a communicative approach that encourages action without depending primarily on overtly authoritative language. From the perspective of Speech Act Theory, these directives demonstrate how the same goal of influencing audience behavior can be achieved through different levels of directness and interpersonal force.

Commissive Speech Acts

Commissive is the form of expressing a promise or offer, such as Promising and Threatening, obligating the speaker to the words they utter, making it a duty to do the action they say. Compared with assertions, which state what is true, or directives, which seek to control others, commissives concern the speaker's future behavior, indicating intent, responsibility, and accountability (Searle, 1969).

The findings show that commissive speech acts are overwhelmingly dominated by Promising (PM) in both the 2022 and 2025 SONAs. While PM accounts for all commissive acts in 2022, it remains highly dominant in 2025, with Threatening (TT) appearing only minimally in the latter dataset. This pattern indicates that commissive acts in both speeches are primarily used to express commitments toward future actions, emphasizing assurance, responsibility, and the government's intention to pursue stated measures.

We will pursue measures to determine possible undervaluation and/or trade misinvoicing of imported goods (PM 22.4).

The DOLE, DTI, DSWD, together with the DOT and other concerned agencies, will persevere in finding ways and opportunities for the remaining four percent of our labor force who are still unemployed up to now (PM 25.1).

The future-oriented expressions *will pursue measures* and *will persevere in finding ways and opportunities* to communicate the government's commitment to undertaking specific actions in response to identified national concerns. Rather than merely describing existing policies or conditions, these expressions position the speaker as committing the government to continued efforts, particularly in addressing specific issues such as unemployment. Including several government agencies further frames this commitment as a shared institutional responsibility rather than an individual intention.

These findings align with previous studies that describe commissive speech acts as expressions of a speaker's intention and commitment toward future actions (Devi & Degaf, 2021; Mohammed, 2023; Nabila & Rukimini, 2021). The present findings extend these observations to presidential SONA discourse by demonstrating how future-oriented expressions are repeatedly used to frame government plans as deliberate commitments. The persistence of Promising across both datasets further indicates that commitment remains a central function of commissive language in the speeches.

Overall, the dominance of Promising demonstrates how commissive speech acts allow the speaker to present future government actions as responsibilities that are intended to be pursued. Through future-oriented expressions, the speeches move beyond simply stating intentions and construct commitments involving the president and relevant government agencies. These acts show how language binds the speaker or institution to anticipated actions and policy responses.

Expressive Speech Acts

Expressive is the form that expresses the psychological attitude of a speaker towards a condition. Acts such as Thanking, Welcoming, and Praising, all express the feeling of the speaker about something. These words are not intended to transform the world but rather express feelings such as gratitude, regret, approval, or disappointment. Expressive speech acts are also significant in discourse for establishing interpersonal relationships, as they humanize the speaker and create emotional contact with the audience (Searle, 1969).

The findings show that expressive speech acts are relatively limited in both datasets but vary in their distribution. In the 2022 SONA, Welcoming/Commending (WC) is the most prominent form, whereas Praising (PR) and Thanking (TK) become more noticeable in the 2025 SONA. This shift suggests that although expressive acts are not central to the speeches, their use becomes more varied over time, particularly through expressions that recognize achievements, individuals, and sources of support. Thus, expressive acts serve a supplementary interpersonal function within the otherwise formal and policy-oriented discourse.

We are, in fact, grateful for the messages of support and offers of help that we have received from many of our friends in the international community (TK 22.3).

First of all, allow me to congratulate the newly elected and re-elected 12 Senators, and 314 District and Party-List Representatives of Congress (PR 25.1).

The expressions *grateful for the messages of support and offers of help*, and *congratulate the newly elected and re-elected* demonstrate how expressive speech acts convey appreciation and recognition within formal political discourse. The former explicitly expresses gratitude toward the international community, establishing a sense of interpersonal connection while maintaining the formal tone of the presidential address. In contrast, the latter performs praise by recognizing the achievements of elected officials. Rather than presenting policy information, both expressions add a relational dimension to the discourse by acknowledging external support and individual accomplishments.

These findings align with previous research emphasizing that expressive language communicates the speaker's feelings and attitudes while supporting interpersonal relationships (Meha & Heryono, 2025; Royanti, 2019; Khoif & Rokhman, 2025). The present findings extend these observations to presidential SONA discourse by showing how thanking and praising establish rapport and recognize different groups within an institutional setting. The increased prominence of these forms in 2025 further suggests greater variation in how interpersonal meanings are expressed across the two speeches.

Overall, the limited use of expressive acts indicates that emotional and interpersonal expressions are secondary to the informational and policy-oriented functions of the SONAs. Nevertheless, expressions of gratitude and recognition give the speaker opportunities to acknowledge support, celebrate achievements, and strengthen relationships with relevant audiences. These expressions demonstrate how political discourse can perform interpersonal functions while preserving the formal and institutional character of a presidential address.

Declarative Speech Acts

Declarative is the form connecting content with fact. It is the utterance of changing reality in accord with the proposition. Acts such as declaring and Dismissing work by matching what is said with a real change in the world; that is, the statement is not merely a description of reality, but it alters some part of reality. It can only be so when the speaker is in the right position of authority, and the context permits the utterance to be effective, as in the case of official announcements, legal pronouncements, or policy statements (Searle, 1969).

The findings show that declarative speech acts are extremely limited but remain consistent across the two datasets, with Declaring (DC) as the only declarative form identified and Dismissing (DS) absent in both speeches. Although they are infrequent, the presence of declaring acts indicates that the SONA also serves an institutional function in which certain policies, decisions, and government positions are presented as formally established. Thus, their significance lies less in frequency and more in their connection to the exercise of institutional authority.

Expenditure priorities will be realigned, and spending efficiency will be improved to immediately address the economic scarring arising from the effects of COVID-19 and prepare for future shocks (DC 22.1).

More importantly, we will further simplify the process of medical assistance because it will now be integrated into our eGov app [applause] (DC 25.3).

The expressions *expenditure priorities will be realigned, and spending efficiency will be improved, and we will further simplify the process of medical assistance*, presenting proposed policy changes as official directions of government action. Rather than merely describing intended changes, these declarative acts frame the adjustments as institutional measures that the government is prepared to establish and implement. Through these expressions, the speaker reinforces the government's institutional role in directing policy changes, improving public services, and carrying out measures intended to address identified national concerns.

These findings support Yusanti (2022), who explains that declarative speech acts in political discourse can formalize decisions and reinforce institutional authority. The present findings extend this observation by showing that, even when declaratives occur infrequently, they can still perform an important institutional function within presidential discourse. The use of declaring forms allows the speaker to frame policy directions and institutional positions as formally established actions, reinforcing the authority associated with the presidential office. Overall, the limited occurrence of declarative acts does not diminish their discourse function. Instead, their use demonstrates how presidential language can establish policy directions and present institutional decisions with formal authority. These acts show that the force of political discourse depends not only on frequency but also on the institutional context in which an utterance is performed and its capacity to establish or formalize a particular policy position.

Comparative Discourse Patterns Across 2022 and 2025

Discourse patterns refer to how language is used to construct and convey particular beliefs, values, and perspectives about social reality. It highlights how speakers strategically present ideas to align audiences with specific viewpoints, often shaping how issues, actors, and events are understood within a given context. In Critical Discourse Analysis, ideological representation is not always explicit but is embedded in linguistic choices and narrative structures that guide interpretation and reinforce certain worldviews. As Gökhan (2024) explains, discourse operates through the ideology of language, normalizing specific meanings and making them appear natural or unquestionable, thereby demonstrating its crucial role in shaping public perception and maintaining power relations.

First State of the Nation Address

The national issue of Education Improvements in the 2022 SONA involves key stakeholders, including the government, the Department of Education, teachers, students, and the broader academic community. These actors are positioned within a discourse shaped by post-pandemic recovery, technological demands, and global competitiveness. The speech constructs education as both a national challenge and a developmental priority. Through discourse, the administration organizes how the public interprets the condition of the education sector.

We must ensure that our classrooms are safe for teachers, for students, and the entire academic community when they return to face-to-face classes (ST 22.60).

There have also been lengthy discussions on the continuation and viability of the K to 12 school system (DB 22.38).

As for the 'horror' stories that we have heard about the poor quality of educational materials and supplies that are being given to our schools – this must end! [applause] (CG 22.10).

We must do better in the international rankings especially when it comes to the so-called STEM subjects: Science, Technology, Engineering and Mathematics (RM 22.11).

The discourse emphasizes the government, particularly the presidency and the Department of Education, as responsible, proactive, and reform-oriented institutions committed to improving the education sector. It highlights government action, accountability, safety, modernization, and educational reform. In contrast, the discourse de-emphasizes institutional shortcomings, policy failures, and government accountability for existing educational problems. Challenges within the education sector are framed as systemic conditions requiring intervention rather than as consequences of ineffective governance. Likewise, the education system's previous achievements and existing strengths are downplayed to justify the need for continuous reform and policy action.

The national issue of Energy Limitation in the 2022 SONA involves key actors, including the government, energy sectors, private investors, and the public, who rely on a stable power supply. These actors are positioned within a discourse that reflects concerns about economic growth, resource availability, and sustainability. The speech frames energy as essential to national development and job creation. Through discourse, the administration shapes how the public understands the urgency and scope of the energy problem. This analysis applies van Dijk's ideological framework to examine how language structures meaning and power relations in addressing energy concerns.

Another fundamental requirement for growth and increased employment will be the availability of cheap, reliable energy (ST 22.93).

At present, our demand for energy far exceeds our reliable supply (ST 22.96).

There is some room to expand our present power supply through existing power sources, but this is only to a very limited extent (DB 22.42).

Our search for new power sources should always be with an eye to improving the mix of the energy supply between traditional and renewable sources (ST 22.97).

The discourse emphasizes the government, particularly the national leadership and energy-related institutions, as proactive, solution-oriented, and committed to ensuring energy security and economic development. It highlights government initiatives, long-term planning, modernization, and investment in sustainable energy sources. In contrast, the discourse downplays administrative shortcomings and accountability for energy shortages by framing them as structural constraints and rising national demand rather than policy failures. Existing energy systems are also downplayed to justify the need for diversification, innovation, and reform in the energy sector.

The national issue of Food Supply Instability in the 2022 SONA involves key actors such as the government, the Department of Agriculture, farmers, consumers, and the public. These actors are positioned within a discourse shaped by economic uncertainty, supply chain disruptions, and post-pandemic recovery. The speech constructs food security as both an immediate concern and a long-term developmental challenge. Through discourse, the administration frames how the public interprets rising food prices and supply shortages. This analysis applies van Dijk's ideological framework to examine how language structures meaning and power relations in addressing food-related concerns.

With regard to food supply, we are confronted by a two-pronged problem: that which will hit us in the short term and that which will hit us in the long term (ST 22.28).

The immediate problems that our fellow citizens may experience are the possibility of a continuous rise in food prices and a shortage in food supply (DB 22.18).

To support consumers in maintaining their purchasing power, the Department of Agriculture has finalized its plan to increase production in the next planting season through financial and technical assistance (DB 22.19).

This includes fertilizers, pesticides, seedlings, feeds, fuel subsidy, and assistance for qualified beneficiaries (DB 22.20).

The discourse emphasizes the government, particularly agricultural institutions, as proactive, responsive, and committed to addressing food insecurity. It highlights government awareness of food-related challenges, intervention measures, production expansion, and support programs for farmers and consumers. Through positive self-presentation, the administration is portrayed as capable of stabilizing food supply and protecting purchasing power. In contrast, the discourse de-emphasizes government responsibility for food shortages and rising prices by framing these issues as external, systemic, and future-oriented challenges. Existing weaknesses in food systems are downplayed, while the need for reform, modernization, and increased support is highlighted to justify continued government intervention.

The national issue of the Global Economic Crisis in the 2022 SONA involves key actors such as the government, international institutions, local industries, and Filipino citizens affected by economic instability. These actors are positioned within a discourse shaped by external shocks, inflation, and post-pandemic recovery. The speech frames the crisis as both a global phenomenon and a national concern that requires a strategic response. Through discourse, the administration frames how the public interprets economic challenges and government action. This analysis applies van Dijk's ideological framework to examine how language structures meaning and power relations in addressing economic concerns.

We have assembled the BEST Filipino minds to help navigate us through this global crisis that we are now facing (BT 22.6).

We live in difficult times brought about by some forces of our own making, but certainly, also by forces that are beyond our control (ST 22.2).

Inflation has accelerated in recent months due largely to significant increases in international prices of oil and other key commodities (ST 22.15).

The recent past and the COVID-19 pandemic has beset the macroeconomic environment with challenges and a series of external shocks (ST 22.14)

The discourse emphasizes the government as competent, prepared, and capable of managing economic uncertainty and global crises. It highlights strategic planning, expert consultation, and responsive policymaking as evidence of effective leadership. Through positive self-presentation, the administration is portrayed as resilient and solution-oriented in addressing economic challenges. In contrast, the discourse de-emphasizes government accountability for economic difficulties by attributing them primarily to global conditions, external shocks, and international market forces. Economic instability is framed as stemming from circumstances beyond the administration's control, while existing economic gains are downplayed to justify continued policy interventions and reforms.

The national issue of Infrastructure Development in the 2022 SONA involves key actors such as the government, private sector partners, investors, and the public who benefit from improved services. These actors are positioned within a discourse shaped by economic growth, modernization, and national competitiveness. The speech constructs infrastructure as a central driver of development and employment. Through discourse, the administration frames how the public understands the importance of large-scale projects and investments. This analysis applies van Dijk's ideological framework to examine how language structures meaning and power relations in infrastructure discourse.

Necessarily, infrastructure development will remain a very high priority in our drive for growth and employment (ST 22.83).

This will translate into better quality, availability and affordability of telecommunications services all over the country (ST 22.81).

Public Private Partnerships or PPPs hold great potential for that expansion, [applause] for infrastructure development and for innovation (ST 22.85).

There are dozens of railway projects – on the ground, above the ground, below ground, not just in Manila, but in other regions – at various stages of implementation, and with a combined cost of 1.9 trillion pesos. [applause] (DB 22.41).

The discourse emphasizes the government as committed, proactive, and development-oriented in advancing the country's infrastructure sector. It highlights infrastructure investments, connectivity improvements, modernization efforts, and strategic partnerships as evidence of the administration's commitment to national development. Through positive self-presentation, the government is portrayed as focused on long-term economic growth, employment generation, and improved public services. In contrast, the discourse de-emphasizes existing infrastructure deficiencies and implementation challenges by framing them as opportunities for further development rather than as governance shortcomings. Current systems are presented as requiring expansion and modernization, thereby justifying continued investments and large-scale infrastructure projects.

The national issue of Pandemic Effects in the 2022 SONA involves key actors such as the government, healthcare institutions, workers, vulnerable sectors, and the public. These actors are positioned within a discourse shaped by crisis recovery, uncertainty, and long-term social and economic impact. The speech constructs the pandemic as a defining event that disrupted national systems and livelihoods. Through discourse, the administration frames how the public interprets both the crisis's impact and the response. This analysis applies van Dijk's ideological framework to examine how language structures meaning and power relations in discussing pandemic effects.

This is one of the hard lessons that we learned when the pandemic struck, and therefore, we must act on that shortcoming. [applause] (ST 22.59).

The recent past and the COVID-19 pandemic has beset the macroeconomic environment with challenges and a series of external shocks (ST 22.14).

Unfortunately, these livelihoods were the first to be hit by the pandemic and the last to return to normal (ST 22.38).

However, the recovery process from the impact of the pandemic is still on-going amid elevated uncertainty in the international economic environment (ST 22.17).

The discourse emphasizes the government as experienced, responsive, and capable of managing the effects of the COVID-19 pandemic and guiding national recovery. It highlights lessons learned, policy adjustments, and continued intervention as evidence of responsible leadership. Through positive self-presentation, the administration is portrayed as adaptive and committed to protecting livelihoods and restoring economic stability. In contrast, the discourse downplays government accountability for the pandemic's adverse effects by framing the crisis as a global, external phenomenon. Challenges are attributed to external shocks and widespread disruptions rather than governance failures, while pre-pandemic conditions and recovery gains are downplayed to justify ongoing policy responses and reforms.

The national issue of Social Welfare Programs in the 2022 SONA involves key actors such as the government, the Department of Social Welfare and Development, vulnerable populations, and beneficiaries of assistance programs. These actors are positioned within a discourse shaped by crisis response, poverty alleviation, and inclusive development. The speech constructs social welfare as a critical mechanism for supporting marginalized sectors and addressing inequality. Through discourse, the administration frames how the public interprets government assistance and social protection. This analysis applies van Dijk's ideological framework to examine how language structures meaning and power relations in social welfare discourse.

We will not make life harder for victims of crises who seek assistance from agencies – we will make the process of requesting and receiving help simple (ST 22.41).

... Because we should not be adding to the hardship our people are already experiencing (ST 22.41).

We will ensure that there is sufficient funding for almost seventy residential care centers and seven non-residential care centers for vulnerable sectors and persons with disabilities who seek shelter there (ST 22.43).

We will strengthen the comprehensive program 'Assistance to Individuals in Crisis Situations,' or AICS, to deliver assistance to more beneficiaries. [applause] (PM 22.25).

The discourse emphasizes the government as compassionate, responsive, and committed to supporting vulnerable sectors of society. It highlights efforts to simplify access to assistance, strengthen social welfare programs, and expand support services for individuals affected by crises. Through positive self-presentation, the administration is portrayed as people-centered and dedicated to inclusive governance. In contrast, the discourse de-emphasizes weaknesses in existing welfare systems by framing social difficulties as consequences of broader crises rather than administrative shortcomings. Existing gaps in service delivery are presented as areas for improvement, thereby justifying the expansion and strengthening of government assistance programs.

The national issue of Weak Healthcare Capacity in the 2022 SONA involves key actors such as the government, healthcare institutions, medical professionals, and the public who rely on health services. These actors are positioned within a discourse shaped by pandemic experience, system limitations, and the need for healthcare reform. The speech constructs healthcare capacity as a critical concern that affects national resilience and public welfare. Through discourse, the administration frames how the public interprets the condition of the healthcare system and the urgency of strengthening it. This analysis applies van Dijk's ideological framework to examine how language structures meaning and power relations in healthcare discourse.

That is why it is clear that this should not only be in the National Capital Region, but also in other parts of the country... [applause and cheers] (ST 22.54)

But beyond the issues that the pandemic has brought, the need for a stronger health care system is self-evident (ST 22.53).

One of the cornerstones of a strong healthcare system is the provision of competent and efficient medical professionals (ST 22.56).

Various government agencies are working together to monitor COVID-19 hospital admissions to ensure that our health care system has sufficient capacity and to prevent a surge in the number of infections (DB 22.31).

The discourse emphasizes the government's commitment, responsiveness, and reform orientation in strengthening the healthcare system and improving access to quality medical services. It highlights efforts to expand healthcare facilities, address regional disparities, strengthen the healthcare workforce, and enhance service delivery. Through positive self-presentation, the administration is portrayed as attentive to the population's health needs and dedicated to achieving equitable healthcare access. In contrast, the discourse de-emphasizes government accountability for existing healthcare weaknesses by framing them as long-standing systemic gaps exposed by the pandemic rather than as direct governance failures. Existing limitations are presented as challenges that necessitate reform, modernization, and continued investment in the health sector.

Anchored in van Dijk's Ideological Square, the findings indicate that the ideology reflected in PBBM's 2022 SONA centers on a Developmental, State-centered, and Legitimacy-building orientation. This orientation is evident in the dominance of assertive speech acts, particularly Stating and Describing, which are primarily used to present national conditions, government responses, and policy directions as factual and established. The frequent use of these acts constructs the administration as actively responding to national challenges and pursuing solutions, thereby reinforcing a positive representation of the government as capable and responsive.

This pattern reflects van Dijk's (1997) principle of positive self-presentation, in which political discourse emphasizes the in-group's positive actions while limiting attention to unfavorable aspects. In the 2022 SONA, the

government is represented primarily through its actions, programs, and responses to national concerns, while challenges are framed as conditions requiring intervention rather than as direct shortcomings of the administration. This supports Yang (2023), who explains that discourse can reproduce institutional power through the interaction of textual and social structures, and Al-Radhi (2024), who demonstrates how political discourse constructs favorable representations of political leaders. In this context, the SONA's emphasis on government action and national development helps construct an administration positioned as responsive, capable, and oriented toward national progress.

The ideological pattern in the 2022 SONA therefore extends beyond simply presenting government information. Through repeated assertions of government actions and responses, the discourse constructs a narrative of progress, resilience, and modernization while reinforcing the administration's institutional authority. The findings suggest that the ideological square operates through selective emphasis on government initiatives and positive institutional actions, allowing the speech to establish legitimacy through representations of responsiveness and development.

Fourth State of the Nation Address

The national issue of Agriculture Support and Food Programs in the 2025 SONA involves key actors such as the government, farmers, fisherfolk, agricultural institutions, and consumers. These actors are positioned within a discourse shaped by food security concerns, economic recovery, and the need for sustainable agricultural development. The speech constructs agriculture as both a solution to rising food prices and a foundation for national stability. Through discourse, the administration organizes how the public interprets agricultural productivity and food supply.

As a primary solution to the high price of pork, we are strengthening our local production. We are distributing piglets and breeding sows. We are also constructing biosecured facilities (ST 25.6).

We increased the production of rice, corn, pineapple, banana, mango, coffee, cacao, calamansi, sugarcane, onions, garlic, and other agricultural products (BT 25.1).

We have proven that we can achieve rice at twenty pesos per kilo without causing losses to our farmers. Recently, we successfully launched this in Luzon, Visayas, and Mindanao, including in San Juan, Pangasinan, Cavite, Occidental Mindoro, Cebu, Bacolod, Guimaras, Siquijor, and Davao del Sur (CM 25.4).

Thousands of kilometers of farm-to-market roads have already been constructed, and thousands more are being inaugurated. Thousands of hectares of land across the country have already been provided with irrigation, and thousands more hectares will be irrigated (BT 25.2).

The discourse emphasizes the government as proactive, supportive, and committed to strengthening the agricultural sector to achieve food security and economic stability. It highlights direct interventions such as increasing production, distributing resources, supporting farmers and fisherfolk, and investing in agricultural infrastructure. Through positive self-presentation, the administration is portrayed as capable of addressing food supply concerns and improving agricultural productivity. In contrast, the discourse de-emphasizes shortcomings in the agricultural sector by focusing on progress, expansion, and ongoing improvements rather than past inefficiencies or supply deficiencies. Existing challenges are framed as conditions requiring further development, thereby justifying continued government intervention and modernization efforts.

The national issue of Education Reforms in the 2025 SONA involves key actors such as the government, the Department of Education, teachers, students, and educational institutions. These actors are positioned within a discourse shaped by modernization, accessibility, and educational quality improvement. The speech constructs education reform as both a developmental necessity and a long-term investment in national progress. Through discourse, the administration organizes how the public interprets the condition of the education sector and the urgency of reform.

Now, the laptops allocated for each public-school teacher are starting to arrive (ST 25.5).

We should no longer be cutting short their class time due to the lack of classrooms (ST 25.23).

We allocated one billion to establish more than three hundred Barangay Child Development Centers and 'Bulilit Centers' across the country (PM 25.24).

High-tech and digital materials are now ready – smart TVs, free Wi-Fi, and free data through the Bayanihan SIM card. Because of this, our students are now also prepared to keep up with modern ways of learning in today's world (DB 25.7).

The discourse emphasizes the government, particularly the Department of Education and the presidency, as proactive, reform-oriented, and committed to improving the quality and accessibility of education. It highlights initiatives such as providing technological resources, constructing educational facilities, and expanding learning opportunities as evidence of government action. Through positive self-presentation, the administration is portrayed as responsive to the needs of students and teachers and committed to preparing learners for a digital and globally competitive environment. In contrast, the discourse de-emphasizes shortcomings in the education system by framing them as long-standing challenges currently being addressed through reforms and investments. Existing gaps are presented as opportunities for improvement rather than indicators of governance failure, thereby justifying continued intervention and modernization efforts.

The national issue of the Employment and Livelihood Program in the 2025 SONA involves key actors such as the government, workers, entrepreneurs, unemployed individuals, and national agencies responsible for labor and economic development. These actors are positioned within a discourse shaped by poverty reduction, economic recovery, and employment generation. The speech constructs employment as both a social necessity and a strategy for national development. Through discourse, the administration organizes how the public interprets labor conditions and livelihood opportunities.

The number of jobs being created in our country is increasing (ST 25.3).

The DOLE, DTI, DSWD, together with the DOT and other concerned agencies, will continue to strive to find ways and opportunities for the remaining four percent of our labor force who are still unemployed (PM 25.1).

Decent employment is truly an effective safeguard against poverty and hunger (CM 25.3).

We will continue providing capital to more entrepreneurs so they can start small businesses or microenterprises, with low interest and no collateral required (PM 25.2).

The discourse emphasizes the government as proactive, supportive, and committed to addressing unemployment and poverty through job creation, entrepreneurship programs, and livelihood opportunities. It highlights initiatives that promote employment, economic participation, and inclusive growth, portraying the administration as dedicated to improving the welfare of working Filipinos. Through positive self-presentation, the government is depicted as creating opportunities and fostering economic stability. In contrast, the discourse de-emphasizes government accountability for persistent unemployment and poverty by framing them as ongoing socioeconomic challenges that require collective, long-term solutions. Existing labor market limitations are presented as conditions that necessitate sustained intervention rather than as failures of governance.

The national issue of Energy Crisis in the 2025 SONA involves key actors such as the government, the Department of Energy (DOE), the National Electrification Administration (NEA), power generators, businesses, and Filipino households affected by electricity shortages and high energy costs. These actors are positioned within a discourse shaped by modernization, electrification, economic stability, and public welfare. The speech constructs energy

supply as both a developmental necessity and a government responsibility essential for national progress and economic productivity. Through discourse, the administration organizes how citizens interpret brownouts, electricity access, and energy reforms.

We are speeding up the provision of connections and further strengthening the capacity of our power generators (PM 25.11).

Slow action and the lack of a proper system for purchasing fuel and spare parts (CP 25.3).

Because of widespread brownouts, a state of calamity had to be declared in the province. This disrupted the lives of residents, as well as their tourism, businesses, hospitals, and various services (DB 25.5).

By the end of 2028, more than one million additional households will also have electricity through solar power home systems (PM 25.14).

The discourse emphasizes the administration and energy-related institutions as responsive, action-oriented, and committed to addressing the country's energy challenges. Through positive self-presentation, the government is portrayed as actively expanding electrification, improving power generation, and increasing access to affordable and reliable energy services. These efforts construct the administration as capable of resolving national energy concerns and supporting economic development. In contrast, weaknesses in the energy sector are de-emphasized by framing them as inherited or systemic problems rather than failures of the current administration. The speech presents existing deficiencies as conditions requiring reform and modernization, thereby justifying continued government intervention and infrastructure expansion.

The national issue of Government Service Dissatisfaction in the 2025 SONA involves key actors such as the government, public officials, government agencies, and Filipino citizens who directly experience public services. These actors are positioned within a discourse shaped by corruption issues, inefficient public systems, poor infrastructure projects, and declining public trust. The speech constructs dissatisfaction as a national concern that affects governance, accountability, and public welfare. Through discourse, the administration organizes how citizens interpret institutional failures and government responses.

Let us not pretend anymore. The whole public already knows that there is corruption happening in projects. [applause and cheers] (ST 25.124).

Very expensive. Took too long to build. Broke down quickly (CP 25.9).

In projects, we will not allow or tolerate corruption in management; design and construction failures; low-quality and substandard materials; project delays; and neglect in proper maintenance and repair (CP 25.8).

I have seen that many flood control projects are defective and have collapsed [applause], and some are merely imaginary or never existed (ST 25.123).

The discourse emphasizes the administration as transparent, reform-oriented, and committed to addressing corruption and inefficiency in government systems. Through positive self-presentation, the government is portrayed as recognizing public frustrations, exposing institutional weaknesses, and pursuing accountability measures to improve governance. This portrayal constructs the administration as responsive to citizens' concerns and determined to protect public resources. In contrast, the discourse de-emphasizes the administration's direct responsibility for governance failures by framing corruption and inefficiency as systemic problems associated with defective practices, poor implementation, and corrupt actors. As a result, institutional shortcomings are presented as issues requiring correction rather than as failures of current leadership.

The national issue of Healthcare Expansion in the 2025 SONA involves key actors such as the government, healthcare institutions, medical professionals, PhilHealth, and Filipino citizens who depend on public health

services. These actors are positioned within a discourse shaped by healthcare accessibility, affordability, and the need for improved public health systems. The speech constructs healthcare expansion as both a public necessity and a government responsibility in ensuring social welfare. Through discourse, the administration organizes how citizens interpret healthcare services and institutional responsiveness.

Free check-ups, X-rays, lab tests, and others are now available. This is for immediate outpatient services that no longer require hospital confinement (ST 25.40).

Even various outpatient services are now included under PhilHealth. If you need to bring someone to the emergency room, do not hesitate to go to the hospital. That is also covered by PhilHealth [applause] (ST 25.47).

If you or your family member has a heart condition, do not worry. Your treatment is already covered by PhilHealth for heart attack, open-heart surgery, heart valve repair, or replacement [applause] (PM 25.41).

For those undergoing dialysis: your sessions, three times a week, are now free for the whole year. [applause] Free as well are the necessary medicines (ST 25.43).

The discourse emphasizes the administration, public health institutions, and medical facilities as effective, responsive, and supportive in providing accessible healthcare services to citizens. Through positive self-presentation, the government is portrayed as expanding healthcare coverage, offering free medical services, and strengthening PhilHealth programs to reduce the financial burden of illness. These initiatives construct the administration as committed to protecting public health and improving citizens' well-being. In contrast, limitations within the healthcare system are de-emphasized by framing healthcare expansion as a continuing process of improvement rather than a response to institutional shortcomings. Existing challenges are presented as opportunities for further development, thereby justifying continued government intervention and healthcare reform.

The national issue of Infrastructure Development in the 2025 SONA involves key actors such as the government, transportation agencies, engineers, contractors, commuters, and the public who depend on public infrastructure. These actors are positioned within a discourse shaped by modernization, mobility, connectivity, and national economic development. The speech frames infrastructure as both a symbol of progress and a strategy to improve public services and economic productivity. Through discourse, the administration organizes how citizens interpret transportation projects and state-led modernization efforts.

While we are building our trains such as the North-South Commuter Railway and our Subway, we are also continuously improving the services of MRT and LRT (ST 25.53).

The so-called Dalian trains, which were purchased back in 2014 and were not used, have now been improved and started operating in the MRT [applause] (ST 25.55).

If the current travel from Mariveles to Naic takes five hours, one day it will only take forty-five minutes [applause] (ST 25.61).

And projects must have design, high quality, be completed on time, and be properly maintained and taken care of (ST 25.72).

The discourse emphasizes the administration and government institutions as proactive, development-oriented, and committed to modernizing the country's infrastructure systems. Through positive self-presentation, the government is portrayed as actively investing in railways, transportation networks, bridges, and connectivity projects to improve mobility and promote national development. These initiatives construct the administration as capable of delivering long-term economic growth and public convenience. In contrast, shortcomings in existing infrastructure systems are de-emphasized by framing them as inherited or long-standing challenges that require rehabilitation and modernization. Rather than assigning direct responsibility to the current administration, the

discourse presents infrastructure deficiencies as issues being addressed through ongoing reforms and large-scale development projects.

The national issue of Market Manipulation in the 2025 SONA involves key actors such as the government, rice traders, farmers, consumers, and economic regulators who are positioned within a discourse centered on economic protection, food security, and accountability. These actors are represented through narratives of economic stability and public welfare, where the administration frames itself as a defender of ordinary Filipinos against exploitative market practices. Through discourse, the government organizes how citizens interpret rising commodity prices and economic disruption.

Warning to traders who attempt to manipulate the prices of palay or rice, or deceive farmers (TT 25.1).

We will go after you, because we treat what you are doing as economic sabotage (TT 25.2).

The discourse presents the administration and regulatory institutions as protective, decisive, and committed to safeguarding consumers and farmers from unfair market practices. Through positive self-presentation, the government is framed as actively monitoring prices, enforcing accountability, and addressing rice price manipulation to ensure stability and food security. At the same time, broader structural causes of inflation and agricultural inefficiencies are downplayed by attributing economic hardship to exploitative traders. These shifts focus on external actors, maintaining a positive government image while legitimizing stronger state intervention and regulation.

The national issue of Poverty Alleviation and Social Protection in the 2025 SONA involves key actors such as the government, the Department of Social Welfare and Development (DSWD), the Department of Education (DepEd), vulnerable families, students, and beneficiaries of social welfare programs. These actors are positioned within a discourse shaped by poverty reduction, nutrition, welfare assistance, and inclusive development. The speech constructs social protection as both a humanitarian responsibility and a strategy for national progress. Through discourse, the administration organizes how citizens interpret poverty, welfare programs, and government intervention.

We continuously implement programs to combat poverty and to improve the health and nutrition of the people (ST 25.32).

They are the ones most in need of government assistance (ST 25.34).

The DSWD and the DepEd continue their feeding program for daycare centers and public schools, which has provided nutritious food and milk to more than three and a half million students nationwide (ST 25.36).

More than five million households have benefited from the conditional cash grant of the 4Ps (CM 25.13).

The discourse presents the administration and social welfare institutions as caring, responsive, and committed to addressing poverty and inequality through sustained intervention. Through positive self-presentation, the government is framed as implementing nutrition programs, cash assistance, and welfare services for vulnerable sectors, portraying itself as compassionate and people-centered. At the same time, structural causes of poverty and limitations in existing systems are downplayed by framing poverty as an ongoing condition requiring continued support rather than institutional failure. This shifts focus toward beneficiary needs and state assistance, reinforcing a positive image while legitimizing the expansion of social welfare and protection programs.

The national issue of Sports Development in the 2025 SONA involves key actors such as the government, the Philippine Sports Commission (PSC), PAGCOR, athletes, coaches, youth, and national sports organizations. These actors are positioned within a discourse shaped by national pride, youth empowerment, athletic excellence, and state support for sports programs. The speech constructs sports development as both a strategy for nation-

building and a symbol of Filipino excellence and unity. Through discourse, the administration organizes how citizens interpret athletic achievements and government investment in sports.

We will pour full support into sports events and athletes across the country. For example, the Palarong Pambansa and the Batang Pinoy Games that will be held in General Santos City this coming October [applause] (ST 25.37).

We will establish a new national program for sports development (PM 25.39).

Because of these efforts, our youth are exposed early to sports, improve their skills, and gain higher confidence (ST 25.39).

Not only did they bring joy to the entire nation, they also strengthened our love for country and further highlighted the dignity of every Filipino (DB 25.13).

The discourse presents the administration and sports institutions as development-oriented and supportive, emphasizing investment in sports programs, athlete development, and opportunities for national and international success. Through positive self-presentation, the government is framed as promoting youth empowerment, national pride, and athletic excellence. At the same time, structural limitations such as inadequate facilities and past gaps in support are downplayed by framing sports development as continuous improvement. This shifts attention to achievements and future initiatives, reinforcing a positive image of governance while legitimizing ongoing state investment in sports and nation-building efforts.

The national issue of Water Supply in the 2025 SONA involves key actors such as the government, the Local Water Utilities Administration (LWUA), water districts, private partners, and Filipino citizens who depend on accessible and affordable water services. These actors are positioned within a discourse shaped by public welfare, infrastructure modernization, sanitation, and basic human necessity. The speech frames water supply as both a development concern and a government responsibility essential to public health and national progress. Through discourse, the administration organizes how citizens interpret water accessibility, affordability, and service delivery.

The LWUA will ensure that the water services for millions of our fellow citizens are put in order and that prices are made more affordable (PM 25.17).

That is why the LWUA is now taking effective steps against the poor services of water districts and their joint venture partners (ST 25.19).

However, we are receiving many complaints that water does not even reach their faucets (CP 25.4).

We also have modern systems to filter water and make it safe for drinking, especially for island communities. I have seen the report (ST 25.18).

The discourse presents the administration and water institutions as responsive and development-oriented, emphasizing improvements in water accessibility, affordability, modernization, and public welfare. Through positive self-presentation, the government is framed as actively implementing reforms, upgrading systems, and expanding access to safe drinking water, reinforcing its image as capable and accountable. At the same time, it downplays structural limitations and governance issues by attributing water shortages and service inefficiencies to outdated systems rather than current administrative shortcomings. This framing shifts focus to corrective actions and future improvements, thereby legitimizing continued state intervention and maintaining a favorable perception of government performance in water governance.

Anchored in van Dijk's Ideological Square, the ideology reflected in PBBM's 2025 SONA centers on a Development-oriented and Legitimacy-building Governance orientation. The discourse emphasizes economic progress, institutional reforms, public services, and the implementation of government programs, presenting the

administration as responsive and capable of sustaining national development. This orientation is supported by the coded data, particularly the continued dominance of assertive speech acts and the increased use of Claiming and Boasting, which allow the speaker to highlight government accomplishments, initiatives, and policy directions. Through these linguistic choices, the administration is positively represented as an active agent of reform and development.

This pattern reflects van Dijk's (1997) ideological square, particularly the tendency to emphasize the in-group's positive actions while giving less attention to its negative aspects. In the 2025 SONA, positive self-presentation is evident in the emphasis on government achievements, reforms, and ongoing initiatives, while governance challenges are generally framed as issues the government is addressing through continued action. This supports Yang (2023) and Al-Radhi (2024), who explain that political discourse can construct favorable representations of leaders and institutions and reinforce their authority. The present findings extend these observations by showing how positive self-presentation in presidential discourse is constructed through claims of accomplishment and reform-oriented action.

The ideological pattern in the 2025 SONA therefore reflects an administration seeking to reinforce its legitimacy through development, reform, and demonstrated governance efforts. Rather than primarily emphasizing the management of immediate national difficulties, as reflected in the 2022 discourse, the 2025 SONA places greater discursive attention on what the administration has accomplished and what it continues to pursue. Through the ideological square, these representations foreground governmental achievements and initiatives while limiting emphasis on institutional shortcomings, thereby sustaining a narrative of progress and effective governance.

Conclusion

The findings demonstrate that presidential discourse functions not only to communicate national conditions and government actions but also to construct governance narratives and representations of leadership. The interaction of speech acts and ideological strategies shows how political language can present government responses as purposeful, legitimate, and responsive, without necessarily determining how audiences interpret the speeches. Thus, the study contributes to political communication research by showing how linguistic choices support the construction of political and governance narratives. The comparison of the 2022 and 2025 SONAs further shows how presidential discourse can shift with changing governance priorities, from a more state-centered, crisis-responsive orientation to greater emphasis on development, reform, modernization, and economic priorities. These findings highlight the importance of examining how public policy and government performance are communicated through language and provide a basis for future research comparing presidential discourse across administrations, periods, and national contexts.

Contributions of Authors

Mr. Lizardo conducted the investigation, data collection, and methodology and authored the original draft of the manuscript. Mr. Imperial was involved in the conceptualization and supervision of the study, and he was responsible for critical review, revision, and served as the data analyst of this study. Meanwhile, Dr. Bongabong involved in some translation and minor grammar checking. Each author made valuable intellectual and practical contributions throughout the research process, reviewed the final version of the manuscript, and approved it for publication.

Funding

The researchers sincerely thank the individuals who generously sponsored and provided financial support for the publication of this research.

Conflict of Interests

The authors declare no conflicts of interest regarding the publication of this study.

Acknowledgment

The researchers extend their sincere gratitude to the funders, panelists, data analyst, and grammarian for their valuable contributions, time, and effort in making this research possible.

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