



ISSN 2985-0541 (Print) / ISSN 2539-5513 (Online)

JOURNAL OF CONTEMPORARY SOCIAL SCIENCES AND HUMANITIES

Available online at <https://jcs.h.rsu.ac.th>



Evaluative Language in Op-eds: An Assessment of Attitudes and Voices toward Leni Robredo during the 2022 Philippine Elections

Mellianne L. Mangana

English Language Teaching (ELT) Department, Graduate School of Human Sciences,
Assumption University of Thailand, Bangkok 10240, Thailand

E-mail: melliannemangana@gmail.com

Received March 18, 2025/ Revised June 27, 2025/ Accepted July 2, 2025/ Publish Online August 15, 2025

Abstract

This study discusses how op-ed writers used their voices when evaluating former Vice President Maria Leonor Gerona Robredo (Leni) during the May 2022 Philippine elections. A total of 34 English op-eds were gathered from four prominent online newspapers in the Philippines: *Inquirer.net*, *The Manila Bulletin*, *Philstar.com*, and *The Manila Times*. The op-eds were analyzed using the Appraisal System Framework and Critical Discourse Analysis (CDA). Writers use positive and negative judgments, appreciations, and affects to position readers toward specific ideological positions. Writers employ positive, explicit evaluative language when assessing Leni's capacity, while negative, implicit attitudinal evaluations and amplification and softening grading devices can influence readers' negative views of her campaign. These implicit attitudes can elicit emotional responses from readers' cultural frameworks, affecting the public's perspective of the presidential candidate. The op-eds feature authoritative monoglossic (single) and modalized heteroglossic (multiple) voices to present and reject viewpoints. Readers are engaged to recognize or entertain other diverse perspectives by attributing evaluative language, but Leni and her campaign efforts are negated to position the reader negatively. The study suggests that understanding the underlying evaluative language can assist reader voters in forming opinions and navigating the intricate influences of the media landscape, particularly in political discourse. It is suggested that the Appraisal System Framework could be beneficial for critically assessing evaluative language, evaluating political candidates, making informed voting decisions, and becoming socially active citizens.

Keywords: *Appraisal System Framework; authorial voices; evaluative language; media influence; op-eds; Philippine elections*

1. Introduction

Political discourses may play a crucial role in electoral seasons, as words carry power. Leading up to the May 2022 Philippine elections, a variety of voices were expressed, resulting in significant political transitions. The mass media, especially during election seasons, serves as a vital avenue for these voices to reach voters to educate the electorate, cover campaigns, and even provide an avenue for politicians and political parties.

In the 2022 Philippine presidential race, President Ferdinand "Bongbong" Marcos Jr. (BBM) emerged as the winner, while former Vice President Maria Leonor "Leni" Gerona Robredo (Leni), the only female candidate, finished second. Malibiran (2025) regarded the 2022 electoral outcome and polarization as components of a persistent liberal-populist division in Philippine politics, indicating that Leni Robredo embodies a liberal identity, while BBM Marcos Jr. represents a populist identity.

The campaign period highlighted an evolving media landscape, with social media influencing how candidates engage with voters (Arugay, & Baquisal, 2022). Traditional media, particularly op-eds, is centered on politics. They present diverse viewpoints and contribute to political dialogues by offering critiques, endorsements, and analyses of candidates and policies (Coppock et al., 2018). A well-written and well-argued op-ed can reach millions of people, influence voters' minds, attitudes, and beliefs during electoral campaigns, and even reshape public policy (White, 2021). Conversely, emotional content in the text might influence the reader's mood, potentially leading to perceived political bias and affecting news media trust (Newman et al., 2022).

Op-eds, written by columnists or experts, shape public opinion and policy by presenting arguments, emphasizing candidates' strengths and weaknesses, and helping voters make informed decisions. Although Coppock et al., (2018) found that op-eds influenced both the general public and elites, with a somewhat greater persuasiveness among the general population, their findings for young readers remained limited. Understanding the influence process in shaping public opinion is crucial, as it reveals how media discourse influences political ideologies and voter behavior.

Recent studies, such as those by O'Grady (2019) and Coppock et al., (2018), have shown that media discourse, mainly through present-day digital platforms, plays a decisive role in embedding ideological leanings. Philippine newspapers that have transitioned online, such as the Manila Bulletin, Philippine Daily Inquirer, and Philippine Star, boast high usage percentages and rank among the most trusted brands (Newman et al., 2024). The Philippine Daily Inquirer, being the largest newspaper, is undergoing restructuring amid digitalization, potentially leading to job losses (Chua, 2025). Despite the decline of print media, this trend may have paused as Filipinos consume political polarization news (Chua, 2025). Accordingly, this study explores op-eds published during the campaign period of the 2022 Philippine election, consumed by Filipino readers, and how the writers conveyed their voices and sources in political situations, therefore providing a forum for several points of view.

This study investigates how op-ed writers used rhetorical and linguistic devices to express their political views. It seeks to uncover how different perspectives may encourage more educated and engaged young people to participate in democratic involvement. During elections, readers may encounter attitudinally loaded and biased information, making this analysis crucial. Politicians' discourse underscored the importance of developing awareness for social justice, equality, freedom, rights, and economic growth (Valdez, & Colcol, 2022). The language of op-eds often carries evaluative and emotional undertones, mostly from implicit evaluations that can subtly affect readers' views. By applying Martin, and White's (2005) Appraisal System Framework, readers can deconstruct and identify how writers use language to express appreciation, make judgments, and invoke emotions.

The Appraisal System Framework, developed by Martin, and White (2005), is a part of Systemic Functional Linguistics (SFL) by Halliday, and Matthiessen (2014), which focuses on the language of evaluation. It explores how writers convey their attitudes, amplify their voices, and interact with their readers. The framework comprises three primary subsystems: attitude, graduation, and engagement. The attitude subsystem involves expressing emotions, evaluating behaviors, and appreciating phenomena or events. Graduation refers to the degree of evaluation intensity, with force referring to adjusting the degree of appraisal, and the other aspect involving sharpening or softening the focus. Engagement establishes how authors position themselves with the various voices and perspectives they incorporate in the discourse.

Martin, and White (2005) proposed dialogic contraction, which entails limiting other voices, and dialogic expansion, which means recognizing other voices. Conversely, Martin, and Rose (2007) utilized monoglossic and heteroglossic (projection, modality, and concession). In this study, authorial voice - representing a writer's identity in their writing - has transitioned from individual to social, reflecting a more eclectic or "dialogic" conception of voice over the past 50 years (Mhilli, 2023). Accordingly, these voices were unpacked through the author's distinctive style suggesting a viewpoint readers may take, as they also represent the positions taken by the writers or the additional voices they add to the text.

Ragragio (2022) and Chua (2023) emphasized the use of editorials as political tools, particularly during elections. Chua (2023) framed key themes such as the economy, foreign policy, and health, while Ragragio (2022) highlighted the role of media as watchdogs in democracies. On social media, Capuyan et al., (2023) examined sexist rhetoric in Facebook commentaries during Leni Robredo's 2022 presidential campaign, revealing that hostile sexism was the most prevalent, followed by interpersonal, benevolent, and internalized sexism through a qualitative-descriptive research design. Malibiran (2025) analyzed the 2022 campaign by conducting a meta-review of literature on political polarization and a Critical Discourse Analysis (CDA) of news reports and social media posts from Facebook, YouTube, and X.

Through campaign artifacts at rallies, Leni's supporters employed intertextual references and semiotic elements from popular, meme, and LGBTQ+ media to articulate their perspectives on gender and sexuality (Go, 2024). Go (2024) then examined campaign rallies using the lens of the Linguistic Landscape (LL), focusing on the influence of gender and sexuality in shaping prefigurative spaces within the offline-online dynamic. These studies highlight the limited research on language evaluation through op-eds during Philippine national elections.

Onishi, and Caverlee (2025) explored news summaries generated by large language models (LLMs), demonstrating the nuanced impact of word choice in the digital era and exposing a possible political bias. Gao, and Zeng (2021) delved into the linguistic aspects of news comments and media discourse and found how attitudes and rhetorical strategies influence and reflect ideological ideas in language. Jin (2019) focused on explicit, implicit, positive, and negative meanings in media discourse using the appraisal system to analyze political texts. Tan (2022) investigated how Kennedy's Inaugural Address employed evaluative language to establish credibility and a heteroglossic approach to engage with the audience.

Hänninen, and Rautiainen-Keskustalo (2025) explored how journalists' discourse fostered trust between the journalist and the audience, facilitating a dialogic relationship despite the absence of actual discussion during the event and the audience's perceptions of journalism's roles and functions. Consequently, these insights collectively demonstrate the decisive role of media and language in shaping political narratives and public perception, whether through traditional editorials or modern digital platforms. The roles of journalism and public views were interrelated, with the expectation-evaluation gap and media credibility assessment shaped by the level of news engagement, to inform journalism practice, the media sector, and public policy (Guo et al., 2024).

This study analyzes the authorial voices of published op-eds, evaluating Leni during the 2022 Philippine presidential campaign season, using the Appraisal System Framework and Critical Discourse Analysis (CDA). This study aims to contribute to the larger knowledge of evaluative language, changing media, political discourse, and the function of op-eds in forming public opinion during election times.

2. Objectives

This paper has aimed at the following:

- 1) To identify the positive and negative attitudinal assessments in the op-eds.
- 2) To analyze the explicit and implicit manifestations of these attitudinal assessments.
- 3) To determine how these attitudinal assessments are conveyed.

3. Materials and Methods

This qualitative study on language evaluation has employed Fairclough's (2010, 2015) methods of Critical Discourse Analysis (CDA). Some CDA studies have encouraged text analysis to understand its implications in the context of larger social issues. O'Grady (2019) suggested combining linguistics with other relevant methods to connect semiotics to social practices and societal structures. The appraisal system, which is part of the Systemic Functional Linguistics (SFL) of Halliday, and Matthiessen (2014), can be ideal for analyzing authorial voices, allowing for deductive and inductive data interpretation. SFL has analyzed language as shaped by social functions, focusing on the interpersonal metafunction of language. Appraisal is a framework within SFL that monitors evaluations in texts, encompassing both explicit and implicit forms, while being attuned to the social context of evaluative statements (Macken-Horarik, & Isaac, 2014).

3.1 Sampling Procedure

This study used purposive sampling by selecting the sample size, which is powerful because it focuses on selecting cases that offer rich insights for in-depth analysis (Patton, 2015). To ascertain this, the present study has established and followed the criteria for selecting op-eds to be analyzed in this study (see Table 1).

Espiritu, and Cristobal (2022) argued that the 2022 presidential election was a restaging of the 2016 vice-presidential rivalry between Marcos Jr. and Robredo and a revisiting of the 1986 snap election's significance in restoring democracy in the Philippines. Thus, this study has emphasized the discourse surrounding Leni's bid for the presidency, highlighting that, despite her non-dynastic figure in Philippine politics, her identity goes back to EDSA I, and she was considered the contemporary face of the liberals (Malibiran, 2025). She had been subjected to massive disinformation, trolling, and political internet bashing (Capuyan et al., 2023). This current analysis of the op-eds may provide a different perspective. Her campaign was an underdog effort primarily driven by the volunteerism of supporters, who viewed their participation as a contribution to the nation and a way to realize a potential future defined by a people-driven movement (Go, 2024; Malibiran, 2025).

Print media has evolved with technology, with the four chosen newspapers now reaching a wider scope of consumers through both online and offline channels, offering English-written op-eds from columnists and contributors on national issues such as the presidential elections. The focus on English op-eds is justified by the

fact that English serves as the official language of the Philippines, utilized across multiple sectors including business, government, education, and science & technology, and is prevalent in the nation’s media and artistic domains (Salazar, n.d.). However, a notable limitation could emerge from the focus on Leni and English op-eds, which may not adequately represent the whole spectrum of discourses in Philippine media during the election period.

Table 1 Inclusion-Exclusion Criteria for the Op-eds Selection

Criteria	Inclusion Criteria	Exclusion Criteria
Focus	The op-eds were specifically written about Leni Robredo.	Did not retrieve the op-eds for the other presidential candidates in the 2022 race.
Subject Matter	The op-ed should extensively be about the presidential candidate, Leni.	Op-eds written specifically about the other presidential candidate were included.
Title	The title contained the keywords like Leni, Robredo, VP, Vice President, and pink.	Keywords not listed were not collected.
Publication Period	Should be published during the campaign period (12AM of 8 Feb 2022–11:59PM of May 7, 2022).	Op-eds published either before or after the 90-day campaign period.
Source	English op-eds from the top four highly automated (online) newspapers in the Philippines.	Texts not written in English and hard, printed copies were not part of the scope.
Authorship	Written by a columnist, guest, or op-ed contributor with academic expertise or with any professional background.	The writer was not based in the Philippines or was outside of the country at the time of writing.

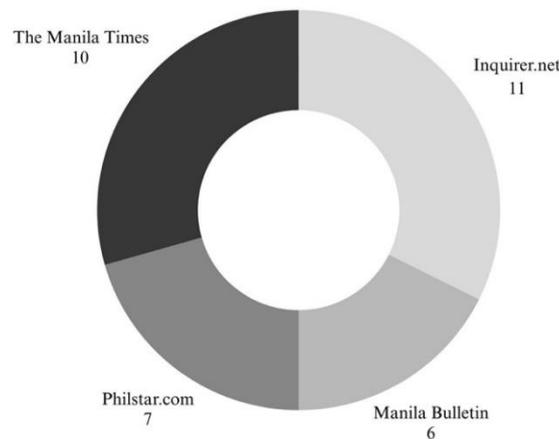


Figure 1 Number of op-eds gathered from each of the newspaper websites

This study used the inclusion-exclusion criteria to ensure the quality of the opinion pieces that were used as actual data in the analysis. All opinion pieces that met the criteria were included in the sample size. The study analyzed 34 op-eds written for Leni in the 2022 Presidential Elections, using purposive sampling. Data was sourced from four prominent online newspapers in the Philippines: Inquirer.net, The Manila Bulletin, Philstar.com, and The Manila Times, focusing on publications during the campaign period (see Figure 1).

3.2 Research Instrument and Validity

The initial step was identifying and extracting the op-eds parts that extensively discussed Leni. After that, the statements were separated into independent and dependent clauses; this step helped in determining the attitudinal word groups. Then, the identified word groups were placed into coding sheets to examine the op-ed writer’s voices in assessing Leni.

The coding sheets were divided into nine (9) parts: (1) the newspaper code and date of publication; (2) the authorial voice; (3) the line number; (4) the attitudinal word group; (5) the type of attitude; (6) positive or negative assessment; (7) explicit or implicit manifestation; (8) graduation (force or focus); and (9) engagement mechanism.

The process of analysis is built around Macken-Horarik, and Isaac's (2014) continuum of implicitness in appraisal environments, which starts with explicit linguistic cues and then addresses implicit cues; these text patterns influence choices and frequently prompt an evaluation of lexical appraisal decisions. The figure offers an expanding framework for understanding the patterns and cultures that influence readers' responses to local choices in a text, while shared values and icons carry evaluative weight and offer responses based on cultural values (Macken-Horarik, & Isaac, 2014). This analysis sought to elucidate how op-eds construct political narratives and affect electoral results, thus revealing ideology and power.

To attain descriptive validity, this study has included the steps taken through accurate explanations in the execution of the study. The study involved a meticulous process of reading, rereading, coding, and checking to accurately categorize lexical choices. Accordingly, the appraisal system served as a framework for in-depth textual analysis.

Three experts in the English language, SFL, and the Appraisal System Framework, one of whom has a Philippine context background, were engaged to ensure inter-coder reliability. An expert validation checklist containing 25% of the analyzed data was used to evaluate and cross-check the codes for consistency and validity. Fleiss' Kappa was employed to determine the agreement among the raters, resulting in a value of 0.760, indicating substantial agreement. In case of any inconsistencies identified, they were addressed, and coding definitions were revised to achieve uniformity of assessments.

3.3 Data Analysis Procedures

Fairclough's (2010, 2015) CDA methods involved textual, processing, and social analyses to understand the authors' attitudes and the impact of discourse in swaying readers toward a certain presidential candidate. Following the Appraisal System Framework of Martin, and White (2005) and Martin, and Rose (2007), which was utilized in the study, the execution of the coding process was within the textual analysis. Attitude assessments were in bold (*affect*, judgment, appreciation), *graduation* devices were in italics, and engagement sources were underlined.

The framework used in the study was conducted by applying the Appraisal System Framework. Affect could be positive (happiness, security, satisfaction) and negative (unhappiness, insecurity, dissatisfaction) attitudinal assessments. Evaluations of judgment were categorized between social sanction (veracity or propriety) and social esteem (normality, capacity, or tenacity). The third attitude subsystem, appreciation, had evaluations determined by reaction, composition, or valuation. Graduation devices were identified, whether force (intensifiers, attitudinal lexis, and metaphors) to amplify and diminish, or focus (sharpen or soften). Engagement resources were underlined, analyzed, and distinguished as either monoglossic (single voice) or heteroglossic (projection, modality, or concession).

The study adhered to Fairclough, and Fairclough's (2018) ethical frameworks, including deontological, consequentialist, and virtue ethics. The identities of op-ed writers were not disclosed to protect anonymity and ensure ethical objectivity. Additionally, the research endeavored to enhance societal understanding of text construction in opinion pieces and objectively present findings, avoiding bias in data interpretation utilizing the Appraisal System Framework.

4. Results

The aim of this research was to identify how op-ed writers expressed themselves through the lens of the appraisal system. The study evaluated the authorial voices of op-ed writers in their opinion pieces on Leni Robredo during the May 2022 Philippine elections. The other goal was to explore how language evaluation using the appraisal system could demystify power dynamics, particularly in reading op-eds during elections.

4.1 Positive and Negative Attitudinal Assessments

The data presented below were based on the resources of positive and negative attitudes elicited in the analysis. The presented extracts were texts from the op-eds as references to illustrate the results of the study.

4.1.1 Positive Resources

Positive affect expression for Leni was limited, but she received positive appraisals for her social esteem. For example, she was seen as a leader who "communicates *powerfully*" and "inspires and motivates" (Collas-

Monsod, 2022). Appreciations of her electoral run were described as “*historic candidacy*” (David, 2022), “momentum and power of her volunteer movement” (Heydarian, 2022b), and “people’s movement, which spurred a nationwide campaign” (Lagman, 2022).

4.1.2 Negative Resources

The writers have expressed negative emotions, rather than positive affect. Tiglao (2022c) expressed feelings of “disliked” and “dissatisfied” were identified toward Leni. Negative appreciations were identified as “still below the last Marcos score of 56” (Pascual, 2022) and her “unholy alliance - would make a dent” (Tiglao (2022c).

4.2 Manifestation of Explicit and Implicit Attitudinal Assessments

This section presents a combination of explicit and implicit data that elicited the attitudinal analysis of the op-eds.

4.2.1 Explicit Resources

One of the writers explicitly expressed, “I urge everyone *to vote for* Leni Robredo for president in the May 9 elections” (Cruz, 2022b). This demonstrated a sense of trust. Excerpts 1, 2, and 3 show the positive judgments evaluating Leni of her capacity to be the next president of the land.

Excerpt 1: But assessing the results of some broadsheet surveys and surveys conducted in various universities seems to indicate that Vice-President Leni Robredo is the next head of this Republic (Guinigundo, 2022).

Excerpt 2: It announced that various governors, notably the governors of Bulacan, Eastern Samar and Northern Samar had *formally* endorsed Robredo for president (Makabenta, 2022a)

Excerpt 3: “that Vice President Leni Robredo, a God-fearing person, is the *most* capable candidate for the presidency” (Lagman, 2022).

Appreciation for Leni’s campaign was characterized as “the spirit of volunteerism has spurred a nationwide campaign” (Lagman, 2022). Other observed examples in Excerpts 4, 5, and 6 are as follows:

Excerpt 4: “The Filipino voter has discovered that a political campaign can run without any help from the traditional leaders” (Cruz, 2022a).

Excerpt 5: but instead a *new and transformational movement* aimed at nothing less than saving a besieged democracy (Heydarian, 2022a).

Excerpt 6: To Leni Robredo’s credit, that started the rage for securing the endorsement of the governors (Makabenta, 2022a).

Excerpts 7 and 8 were negative assessments of Leni’s numbers in the electoral race:

Excerpt 7: Another survey showed why the numbers do not indicate any improvement in Robredo’s position (Makabenta, 2022b).

Excerpt 8: The Pulse Asia report the other day was another confirmation of the certainty that Ferdinand Marcos Jr. will win the presidency in May, with his formidable 60 percent preference, in politics light years ahead of Leni Robredo’s *15 percent*, *practically* unchanged since last year (Tiglao, 2022b).

4.2.2 Implicit Resources

Implicit emotions were demonstrated in the examples below; see Excerpts 9 and 10.

Excerpt 9: Robredo must be *pulling hair* and wailing in frustration at this latest turn of events (Tiglao, 2022a).

Excerpt 10: The phrase “move the needle” *captures perfectly* the *frustration* and despair of Robredo’s campaign (Makabenta, 2022b).

Leni was also criticized for low social esteem (see Excerpt 11) and negative social sanction assessments (see Excerpt 12).

Excerpt 11: Robredo has not moved a point closer to BBM (Makabenta, 2022b).

Excerpt 12: Ironically, the sources claimed, trying to secure such funding from an anti-Duterte New York Filipino American (Tiglao, 2022c).

The implicit appreciation for Leni's election campaign and her opponents' insinuation that "they've proven to be in the *same lightest weight class* as Robredo... as to torpedo Robredo's *already sinking ship*" (Tiglao, 2022a). Excerpts 13 and 14 indicated her standing in the presidential race based on the surveys.

Excerpt 13: that the poll results did not reflect the "massive record-breaking rallies" for his boss (Tiglao, 2022b).

Excerpt 14: The Leni Robredo campaign has not moved the needle in the pre-election surveys (Makabenta, 2022b).

4.3 Sources of Attitudinal Elements

The op-ed writers used a combination of monoglossic and heteroglossic voices to engage the readers. While they expressed their evaluations of Leni, they also added voices and viewpoints through projection and modality, frequently using concessions.

4.3.1 Authorial Voice

The authors of the op-eds conveyed their positive or negative and mostly explicit judgment attitudinal assessments of Leni in a monoglossic (single) voice and without the employment of an engagement mechanism. See examples in Excerpts 15, 16, and 17:

Excerpt 15: I believe it is Leni Robredo's *unique* role to be the *torchbearer* of this ideal [Positive Judgment: Capacity] in a time of overwhelming despair and cynicism (David, 2022).

Excerpt 16: Robredo has shown brilliance in championing [Positive Judgment: Capacity] the democratic way as more effective than tyranny in serving the underrepresented and marginalized (Cruz, 2022c).

Excerpt 17: Way before she became the disdained and unwanted [Negative Judgment: Tenacity] vice president, Leni Robredo has had projects with a civil society orientation [Positive Judgment: Capacity] (Araneta, 2022).

4.3.2 Attributed Sources

The attitudinal assessment of the presidential candidate, Leni, in this study through the op-eds showed how she was framed from the appraisal system in the voices of the writers and the voices or sources they opted to include. The data revealed that the writers used heteroglossic voices and negative implicit assessments of Leni. In the earlier implicit examples, Excerpt 9 used "must," a modal verb; both Excerpts 10 and 13 employed "scare quotes"; and excerpt 13 used reporting based on "poll results" and "not" as a negation device.

An extract from the data presented below provides a specific example of how the appraisal system demonstrated attitudinal evaluations (affect, judgment, appreciation), graduation, and engagement markers. For instance, in an op-ed examining the probability of Leni impacting change (see Excerpts 18, 19, 20 & 21), the author wrote:

Excerpt 18: Vice President Leni Robredo is *especially* incredulous [Negative Judgment: Veracity (Implicit)] that neither Pulse Asia nor Laylo reflected in their survey numbers [Report; Negation] the important gains and changes that are now buoying up [Negative Appreciation: Composition] her campaign (Makabenta, 2022b).

Excerpt 19: The cold fact, however, according to both surveys, [Report] is that VP Leni remains stuck in the ground [Negative Judgment: Capacity (Implicit)] at *16- to 19-percent* [Graduation: Soften] voter preference while Bongbong Marcos is *up in the sky, far, far away with 60- to 64-percent* [Graduation: Focus] voter preference [Positive Appreciation: Reaction] (Makabenta, 2022b).

Excerpt 20, Leni was evaluated negatively in terms of veracity. While two survey sources were not able to capture the "important gains and changes" (see Excerpt 21). Also, she received negative indications of her incapacity to compete with BBM's amplified preference score. She seemed to remain at an undesirable percentage of voter preference. Accordingly, the engagement marker "according to both surveys" served as a tool to eliminate other viewpoints by asserting Leni's inability in the campaign and highlighting BBM's surging score.

Excerpt 22: Robredo has not [Negation] moved a point closer to BBM [Negative Judgment: Capacity (Implicit)]. And BBM has not [Negation] shown any sign of weakening, not [Negation] shedding even a single point [Positive Judgment: Capacity (Implicit)] [...] (Makabenta, 2022b).

Excerpt 23: The Leni Robredo campaign has not [Negation] moved the needle [Negative Appreciation: Reaction (Implicit)] in the pre-election surveys. It's the same story with all the other notable surveys - Laylo Research, SWS, Publicus, Tangere - that have made their findings public. All showed [Report] Marcos with a nearly insurmountable [Graduation: Force] lead over his rivals, [Positive Appreciation: Valuation] because even if all their percent shares were to go to his closest rival, they could [Polarity] barely [Graduation: Soften] pose a challenge to Marcos [Positive Judgment: Capacity (Implicit)] (Makabenta, 2022b).

Excerpts 22 and 23 showed that writers used negation. The extracts displayed the writer's use of the word "not" to position the reader to a negative perspective of Leni. Given the data, the author indicated her lack of strength in the electoral race (see Excerpt 22). The writer attributed insights from "notable sources," such as survey firms (see Excerpt 23) and asserted that Leni's campaign had failed to alter the situation from the start of the campaign to the midpoint of the campaign period, thereby suggesting a credible evaluation of the negative evaluations that the needle in her campaign had not repositioned.

5. Discussion

This study aimed to determine how writers conveyed their voices in op-eds during the 2022 Philippine elections using the Appraisal System Framework, identify the positive and negative attitudinal assessments in the op-eds, analyze the explicit and implicit manifestations of these attitudinal assessments, and determine how these attitudinal assessments are conveyed - impacting readers' perceptions and attitudes and shaping positive and negative views of Leni.

5.1 Evaluative Language and Ideological Influence in Op-eds

5.1.1 Emotional Awareness

Positive judgment of Leni's competencies being the "most capable candidate" and "next head." Positive appreciation of her "historic candidacy" and "volunteer movement." Negative appreciation of survey standing was also assessed. Positive affect was the least attitudinal assessment observed. However, negative affect was used to make the reader feel unhappiness and dissatisfaction toward Leni.

Op-ed writers use affect to convey their emotions and evoke emotional responses from readers, strategically influencing perceptions. In this modern era, power is harnessed through emotional awareness rather than warfare (Deocampo, 2018). Depictions of Leni's frustration and despair are amplified by media messages that heighten feelings of insecurity and focus on the feelings of voters in the digital era; this has evolved in media, magnifying intentional messages and increasing fear and anxiety (Rajan, & Murphy, 2024).

5.1.2 Implicit Attitudes and Extent of Graduation Strategies

The study found that using the Appraisal System Framework revealed explicit and significantly implicit data, graduation devices, and engagement mechanisms from the voices of op-ed writers to reveal underlying attitudes, ideologies, and writing strategies. Writers conveyed: "Leni Robredo's *15 percent, practically unchanged*," "*captures perfectly the frustration*," "as to *torpedo* Robredo's *already sinking ship*," "*same lightest weight class as Robredo*," and "*still shaky handful of governors*."

The examples are implicit attitudinal assessments with words of graduation in italics *practically*, *perfectly*, and *already* (adverbs); *same lightest* (attitudinal lexis or adjectives); *15 percent* and *handful* (softening devices); and *sinking ship* (metaphor). The findings align with White's (2025) observation of the frequent use of verbs and verb groups to convey assessments of judgment and appreciation. Analogous to Ross, and Caldwell's (2020) study in the United States context, evaluations of Hillary Clinton's character through emotional expressions and grammar were used to attack and undermine her, resembling how Leni's campaign and leadership qualities are framed in the op-eds.

The findings of the study found that explicit attitudinal assessments are positive evaluations of Leni's capacity as a woman leader, while implicit attitudinal assessments are mostly negative evaluations of her veracity and campaign efforts. The assessments may influence the reader's inclination to form negative or positive perspectives of Leni. Overall, findings suggest a leaning toward a negative light. This aligns with the results of Coronel, and dela Cruz's (2023) on the perception that women's fragility and professional subordination are perpetuated through linguistic patterns, cultivating unfavorable views of Leni. In the same 2022 Philippine

election, Sara Duterte as vice president may appear to challenge this trend, as her victory can be surrounded by the political influence of her father, the former President Rodrigo Duterte, their Duterte brand, which Leni lacked, and the liberal image attached to her (Malibiran, 2025).

The use of the metaphor “torchbearer” connotes a positive assessment of her leadership capabilities. Metaphors have been found to influence public opinion on the government in Leni’s political discourses (Santiago, 2024). However, force grading devices, such as intensifiers and attitudinal lexis, may have amplified the negative evaluations of Leni, aligning readers with specific ideological positions. Implicit attitudes might be lexically attitudinal and can invoke evaluations due to cultural frameworks (Macken-Horarik, & Isaac, 2014; White, 2021, 2025).

5.2 Voices in Op-eds

Engagement markers, such as monoglossic and heteroglossic voices, position writers in relation to their readers. Recognizing these strategies is crucial for developing an understanding of media influence. Data reveal that writers use various engagement methods, such as negations for endorsement and polarity for distancing.

5.2.1 *Monoglossic and Heteroglossic Voices*

This study found that the writers often utilize a combination of monoglossic and heteroglossic in their op-eds. By employing a monoglossic voice, writers assert their arguments with confidence and authority, presenting their viewpoints as if the reader automatically agrees (Martin, 2021). Nevertheless, single voices may shift or integrate into a collective voice, resulting in polyphonic, blended, or fused forms (Głaz, & Trofymczuk, 2020).

Heteroglossic involves modalized opinions and negation, leading to the rejection of alternative viewpoints and limiting dialogic opportunities (Martin, 2021; Ross & Caldwell, 2020). Similarly, White (2025) uncovered that text does not directly state certain attitudinal evaluations but may entertain using probability and modal verbs to accommodate diverse viewpoints. According to the data of the study, the writers may attribute the attitudinal assessments to credible personalities, institutions, the candidate herself, and predominantly the survey firms. This approach appeals to individuals who appreciate diverse, grounded viewpoints, offering a balanced and nuanced perspective.

5.2.2 *Engagement Mechanisms Influencing Reader Views*

Dialogic contraction limits alternative viewpoints by reinforcing specific stances. The writer may suggest differing viewpoints by indicating potential disagreement when they correct or negate a proposed expectation (White, 2020). In the results of the study, the writers’ use of concessions and negations and employing grading devices somehow diminish evaluations of Leni, which is evident in aligning the reader into a negative view of the candidate.

Aside from utilizing their authorial voices, the writers may quote attitudinal assessments from external sources to present op-eds as persuasive (White, 2025). Positive evaluations of Leni were attributed to institution and group leaders, governors, and her supporters. However, the findings of this study would like to argue that the attributed attitudes and refuting positive statements suggest the writers may favor the negative view, thus adding voice or source in the text.

Conversely, dialogic expansion recognizes various viewpoints and employs quotes, scare quotes, and modal verbs to provide a more comprehensive discussion (Cruz, 2024; Mayo, & Taboada, 2017). This allows writers to express positive judgments about candidates while maintaining a degree of detachment from their assertions. Accordingly, the author’s attributed attitudes and dialogical stances are employed to assess the ideological power of these texts (White, 2020).

Writers incorporate multiple voices to include or exclude different perspectives, making their opinions more engaging and persuasive. Monoglossic assumptions construct a like-minded reader, suggesting shared underlying beliefs and values, implying without the need for persuasion (White, 2020, 2021; Abbas, & White, 2021). Moreover, the findings of the current study suggest a multi-voiced discourse that emphasizes the importance of presenting diverse views and verifying information from different sources. This may be a technique for engaging consumers of information during the rise of disinformation narratives (Arugay, & Baquisal, 2022).

5.3 Language Evaluation and Its Role in Democratic Citizenship

While explicit evaluations validate Leni’s desirable leadership, competence, integrity, and status as a symbol of a woman leader, on the other hand, implicit evaluations may have subtly undermined her political viability through metaphors, softening devices, and emotionally charged language. Table 2 illustrates the explicit and implicit attitudes toward Leni Robredo’s candidacy as reflected in the op-ed data using the Appraisal System Framework.

This rhetorical difference transcends mere technical concerns; it signifies a profound ideological conflict. Writers employ language not only to express their viewpoints but also to persuade readers to align with specific perspectives. The results of this study, indicating the use of negative implicit attitudes and the extent of grading devices, may be used to make readers view Leni as a weak, ineffective, or unfit to lead in case she wins. These linguistic strategies are integral to a broader narrative concerning political marginalization, particularly during the 2022 Philippine elections, when she was subjected to sustained disinformation during and leading up to the campaigns.

Table 2 Evaluative Language in English Op-eds on Leni Robredo

Explicit/Implicit and Positive/Negative Manifestation	Appraisal Evaluation	Attitudinal Word Group	Interpretation
Explicit Positive	Affect: Security	I urge everyone <i>to vote for</i> Leni Robredo...	Affirms leadership and public trust
	Judgement: Capacity	Only a President Robredo has the trait of a transformational leader ...	Positions her as capable of reform
	Judgement: Veracity	She has the utmost integrity, unblemished track record,	Enhances credibility and transparency
	Judgement: Capacity	well-documented accomplishments and capability	Reinforces competence and credibility
	Judgement: Capacity	The trait that exceptionally distinguishes is her immense power to inspire her supporters to become altruistic and patriotic.	Demonstrates capacity to inspire hope and motivate action
	Appreciation: Valuation	<i>Volunteer-driven, bottom-up</i> campaign ... How aspirations for <i>good</i> government do produce a spirit of volunteerism.	Emphasizes civic engagement and grassroots support
Implicit Negative	Affect: Dissatisfaction	Robredo must <i>be pulling hair</i> ... The phrase “move the needle” captures perfectly the <i>frustration</i>	Indicates feelings of frustration and a sense of powerlessness
	Judgement: Capacity	Robredo has not moved a point closer to BBM. The cold fact, however, according to both surveys, is that VP Leni remains stuck in the ground at 16- to 19-percent voter preference	Implies ineffectiveness and lack of progress
	Judgement: Veracity	Leni is lying through her teeth. Leni is certainly deluded Vice President Leni Robredo is pathetic attempt to create a false idol	Undermines honesty and credibility
	Appreciation: Composition	as to torpedo Robredo’s already sinking ship,	Metaphor implying failure and hopelessness
	Appreciation: Reaction	<i>Same lightest</i> weight class as Robredo	Diminishes political will and stature
	Appreciation: Reaction	Over the past six years, Leni has been at the receiving end of an unprecedented campaign of disinformation and denigration	Reveals that she has been systematically attacked, portraying her as a casualty of prolonged ideological conflict

Borja et al., (2025) highlighted that being able to evaluate rhetorical strategies can be vital and is essential for democratic citizenship and that in the Philippines, cultivating civic education necessitates dismantling outdated habits and fostering effective involvement in politics. The negative cues, which are also the most implicit, signal the necessity of language evaluation. In turn, language evaluation becomes an essential instrument - not only for comprehending media bias but also for enabling citizens to discern how language can shape their political realities.

This research addresses Malibiran's (2025) call for efforts toward fact-checking and media literacy that are deemed important but lacking in the underlying causes of disinformation's appeal to Filipinos. Finally, the results show that we need to rethink civic education, media literacy, and public discourse. Teachers, reporters, and lawmakers need to understand how language shapes people's beliefs, rethink their approaches to combating disinformation both within and beyond the country, and introduce language evaluation into digital literacy programs for both print and online discourse consumption.

6. Conclusion

This study demonstrates that the Appraisal System Framework can evaluate the authorial voices in op-eds by identifying the explicit and implicit, as well as the positive and negative, evaluative language surrounding Leni during the 2022 Philippine presidential campaign season. The results of the current study suggest that writers position the readers to view positive judgments of Leni's competencies and positive appreciations of her candidacy. However, these positive assessments are contrasted with negative affect, which can evoke dissatisfaction. The findings highlight implicit negative assessments of Leni's leadership abilities and campaign, using intensifiers, attitudinal lexis, metaphors, and softening devices to influence reader perceptions. With the extent of graduation devices elicited in the data, reading op-eds in the context of Filipino readership may require the activation of Filipino cultural frames.

The op-eds feature authoritative monoglossic voices and modalized heteroglossic voices, which are used to present and reject viewpoints. Readers are engaged by op-ed writers through the use of dialogic contraction to limit alternative viewpoints, negating Leni and her campaign efforts, and dialogic expansion to recognize or entertain other diverse perspectives. News commentating or views journalism, like op-eds, could influence readers' perspectives on current trends, disagreements, or controversies, potentially altering opinions and beliefs in certain instances (White, 2025). The analytical approach used in this study helps readers develop a discerning eye for evaluative language. Mangad et al., (2024) emphasized that voters can improve their capacity to critically evaluate political communications and become more discerning consumers of campaign rhetoric by comprehending the creation, design, and structure of political slogans within and beyond the Philippine context. Thus, enhancing their ability to critically read and engage with political discourses, cultivating a more critical and informed readership and citizenship. By developing these skills, readers are bridging the complex landscape of traditional media with current social media and political commentary, thereby fostering a more informed and democratic society.

This study recognizes shortcomings throughout the process and aims to show the value of using a language assessment system; the data found several idiomatic expressions that were not included in the framework. The study did not discuss ownership, news organizations' political leanings, and writer backgrounds. This inquiry focuses on English op-eds from only the leading newspapers, which may not give a comprehensive understanding when one considers local languages and smaller media in the Philippines.

Future research could increase the sample size to include a wider range of media outlets and platforms, such as vlogs, podcasts, and short-form videos. Including regional dialects would provide a more comprehensive view of media analyses and the influence of evaluative language in op-eds across multiple election cycles. Comparative studies with other countries could explore how media evaluations of political candidates differ across cultural and political contexts.

7. Acknowledgements

My sincere thanks to my advisor, program director, and inter-rater experts for sharing their valuable time, expertise, and suggestions in this research work. I am also grateful to the United Board for Christian Higher Education in Asia for their invaluable resources and unwavering assistance throughout the completion of this endeavor.

8. References

- Abbas, Z., & White, P. R. (2021). Attitudinal positioning and journalistic commentary in politically fraught circumstances: Editorializing about the killing of Osama bin Laden. *Journal of Research in Applied Linguistics*, 12(2), 89-102. <https://doi.org/10.22055/rals.2021.17011>
- Araneta, G. C. (2022). Leni is building a civil society. *Manila Bulletin*. Retrieved from <https://mb.com.ph/2022/02/24/leni-is-building-a-civil-society/>
- Arugay, A. A., & Baquisal, J. K. A. (2022). Mobilized and polarized: Social media and disinformation narratives in the 2022 Philippine elections. *Pacific Affairs*, 95(3), 549–573. <https://doi.org/10.5509/2022953549>
- Borja, A. L. A., Torneo, A. R., & Hecita, I. J. R. (2025). Challenges to democratization from the perspective of political inaction: Insights into political disempowerment and citizenship in the Philippines. *Journal of Current Southeast Asian Affairs*, 44(1), 3-29. <https://doi.org/10.1177/18681034241239060>
- Capuyan, A., Capuyan, M. P., Jayme, P. D., Minoza, J., & Flores, R. (2023). Facebook commentaries in Leni Robredo's presidential campaign: Sexism illumination. *OKARA Jurnal Bahasa Dan Sastra*, 17(2), 281–299. <https://doi.org/10.19105/ojbs.v17i2.10271>
- Chua, Y. T. (2023). Philippines. *Reuters Institute for the Study of Journalism*. Retrieved from <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2023/philippines>
- Chua, Y. T. (2025). Philippines. *Reuters Institute for the Study of Journalism*. Retrieved from <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2025/philippines>
- Collas-Monsod, S. (2022). Measuring Leni's leadership competencies (2). *Inquirer.net*. Retrieved from <https://opinion.inquirer.net/152519/measuring-lenis-leadership-competencies-2>
- Coppock, A., Ekins, E., & Kirby, D. (2018). The long-lasting effects of newspaper Op-Eds on public opinion. *Quarterly Journal of Political Science*, 13(1), 59–87. <https://doi.org/10.1561/100.00016112>
- Coronel, F. N. J., & dela Cruz, S. C. (2023). *More than a woman: A critical discourse analysis of cyber misogyny towards women in politics on Facebook* (Undergraduate Thesis). University of the Philippines Diliman, Philippines.
- Cruz, D. I. D. (2024). Bridging the moral chasm: Understanding the increasing polarization in the Philippines. *Democratic Erosion Consortium*. Retrieved from <https://democratic-erosion.org/2024/05/23/bridging-the-moral-chasm-understanding-the-increasing-polarization-in-the-philippines/>
- Cruz, E. S. (2022a). Leni Robredo's atypical political machinery. *Philstar Global*. Retrieved from <https://www.philstar.com/opinion/2022/04/24/2176280/leni-robredos-atypical-political-machinery>
- Cruz, E. S. (2022b). Let Leni Lead. *Philstar Global*. Retrieved from <https://www.philstar.com/opinion/2022/05/01/2177930/let-leni-lead>
- Cruz, T. (2022). Leni Robredo can do it. She must. *Manila Bulletin*. Retrieved from <https://mb.com.ph/2022/03/19/leni-robredo-can-do-it-she-must/>
- David, R. (2022). Leni and the struggle for a revitalized democracy. *Inquirer.net*. Retrieved from <https://opinion.inquirer.net/152325/leni-and-the-struggle-for-a-revitalized-democracy>
- Deocampo, M. F. (2018). Language and attitudes of invisible minds: An appraisal analysis of cyber discourse. *ABAC Journal*, 38(2), 50-66. <https://auojs.au.edu/index.php/abacjournal/article/view/3561>
- Espiritu, T., & Cristobal, G. (2022). Philippine elections 2022: The sentimental masks of Marcos and Robredo. *Contemporary Southeast Asia: A Journal of International and Strategic Affairs*, 44(3), 411–420. <https://muse.jhu.edu/article/879196>
- Fairclough, N. (2010). *Critical discourse analysis: The critical study of language* (2nd ed.). London, UK: Routledge.
- Fairclough, N. (2015). *Language and power* (3rd ed.). London, UK: Routledge.
- Fairclough, N., & Fairclough, I. (2018). A procedural approach to ethical critique in CDA. *Critical Discourse Studies*, 15(2), 169–185. <https://doi.org/10.1080/17405904.2018.1427121>
- Gao, Y., & Zeng, G. (2021). Exploring linguistic features, ideologies, and critical thinking in Chinese news comments. *Humanities and Social Sciences Communications*, 8(29) 1-8. <https://doi.org/10.1057/s41599-021-00715-y>
- Głaz, A., & Trofymczuk, A. (2020). Voice and viewpoint in journalistic narratives. *Language Sciences*, 80, Article 101274. <https://doi.org/10.1016/j.langsci.2020.101274>

- Go, C. (2024). Landscaping gender, sexuality, and hope in the 2022 Philippine presidential elections. *Linguistic Landscape*, 10(4), 346-369. <https://doi.org/10.1075/ll.24006.go>
- Guinigundo, D. C. (2022). Survey results and the pink crowd. *Manila Bulletin*. Retrieved from <https://mb.com.ph/2022/03/10/survey-results-and-the-pink-crowd/>
- Guo, S. Z., Wang, D., & Shen, C. F. (2024). The expectation-evaluation gap: Audience news engagement and perceptions of media performance and credibility. *Global Media and China*, <https://doi.org/10.1177/20594364241268137>
- Halliday, M., & Matthiessen, C. M. (2014). *Halliday's introduction to functional Grammar* (4th ed). London, UK: Routledge.
- Hänninen, A. E., & Rautiainen-Keskustalo, T. (2025). The rise of the talking journalist: Human voice, engagement, and trust in live journalism performance. *Journalism Practice*, 19(4), 727-744. <https://doi.org/10.1080/17512786.2023.2215215>
- Heydarian, R. (2022a). Leni's revolution: A second chance?. *Inquirer.net*. Retrieved from <https://opinion.inquirer.net/152377/lenis-revolution-a-second-chance>
- Heydarian, R. (2022b). Can Leni Robredo beat Marcos Jr.?. *Inquirer.net*. Retrieved from <https://opinion.inquirer.net/152018/can-leni-robredo-beat-marcos-jr>
- Jin, J. (2019). Political news discourse analysis based on an attitudinal perspective of the appraisal theory- Taking the New York Times' report China-DPRK relations as an example. *Theory and Practice in Language Studies*, 9(10), 1357-1361. <http://doi.org/10.17507/tp.0910.15>
- Lagman, R. E.C. (2022). Escalating support from Leni's friends. *The Manila Times*. Retrieved from <https://www.manilatimes.net/2022/03/03/opinion/columns/escalating-support-from-lenis-friends/1834924>
- Macken-Horarik, M., & Isaac, A. R. (2014). Appraising Appraisal. In *Pragmatics & beyond. New series* (pp. 67-92). <https://doi.org/10.1075/pbns.242.04mac>
- Makabenta, Y. (2022a). Shady endorsement of Robredo triggers stampede of governors to Marcos. *The Manila Times*. Retrieved from <https://www.manilatimes.net/2022/04/14/opinion/columns/shady-endorsement-of-robredo-triggers-stampede-of-governors-to-marcos/1840001>
- Makabenta, Y. (2022b). Why Robredo cannot move the needle. *The Manila Times*. Retrieved from <https://www.manilatimes.net/2022/03/19/opinion/columns/why-robredo-cannot-move-the-needle/1836790>
- Malibiran, J. S., Jr. (2025). Polarization in the 2022 Philippine presidential Election: Contending frustrations with Post-EDSA I Democratization. In *UP CIDS Discussion Paper Series*. University of the Philippines Center for Integrative and Development Studies. Retrieved from <https://cids.up.edu.ph/wp-content/uploads/2025/03/Polarization-in-the-2022-Philippine-Presidential-Election.pdf>
- Mangad, J. V., Gaston, R. H., & Ulla, M. B. (2024). Examining the rhetorical landscape of political campaign slogans in the Philippines: A rhetorical-semantic analysis. *Cogent Arts & Humanities*, 11(1), Article 2417510. <https://doi.org/10.1080/23311983.2024.2417510>
- Martin, J. R. (2021). Systemic functional linguistics. In K. Hyland, B. Paltridge, & L. Wong (Eds.), *The Bloomsbury handbook of discourse analysis* (pp. 79-95). Bloomsbury Publishing.
- Martin, J. R., & Rose, D. (2007). *Working with discourse: Meaning beyond the clause* (2nd ed.). Bloomsbury Academic.
- Martin, J. R., & White, P. R. R. (2005). *The language of evaluation*. London, UK: Palgrave Macmillan.
- Mayo, M. A., & Taboada, M. (2017). Evaluation in political discourse addressed to women: Appraisal analysis of Cosmopolitan's online coverage of the 2014 US midterm elections. *Discourse, Context & Media*, 18, 40-48. <https://doi.org/10.1016/j.dcm.2017.06.003>
- Mhilli, O. (2023). Authorial voice in writing: A literature review. *Social Sciences & Humanities Open*, 8(1), Article 100550. <https://doi.org/10.1016/j.ssaho.2023.100550>
- Newman, N., Fletcher, R., Robertson, C. T., Arguedas, A. R., & Nielsen, R. K. (2024). Reuters Institute Digital News Report 2024. *Reuters Institute for the Study of Journalism*. Retrieved from <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2024>

- Newman, N., Fletcher, R., Robertson, C. T., Eddy, K., & Nielsen, R. K. (2022). Reuters Institute Digital News Report 2022. *Reuters Institute for the Study of Journalism*. Retrieved from <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022>
- O’Grady, G. (2019). SFL and Critical Discourse Analysis. In G. Thompson, W. L. Bowcher, L. Fontaine, & D. Schönthal (Eds.), *The Cambridge Handbook of Systemic Functional Linguistics* (pp. 462–484), Cambridge: Cambridge University Press.
- Onishi, T., & Caverlee, J. (2025). Political Bias of Large Language Models in Few-Shot News Summarization. In *Advances in Bias and Fairness in Information Retrieval*. Springer Nature Switzerland. Retrieved from <https://www.springerprofessional.de/en/political-bias-of-large-language-models-in-few-shot-news-summarization/50137486>
- Pascual, F. D. (2022). Leni quitting is only way to stop Marcos?. *Philstar Global*. Retrieved from <https://www.philstar.com/opinion/2022/04/19/2175089/leni-quitting-only-way-stop-marcos>
- Patton, M. Q. (2015). *Qualitative research and evaluation methods* (4th ed.). Thousand Oaks, CA: Sage Publications.
- Ragragio, J. L. D. (2022). Framing media populism: The political role of news media editorials in Duterte’s Philippines. *Journalism*, 23(6), 1301-1318. <https://doi.org/10.1177/1464884920959505>
- Rajan, A., & Murphy, J. (2024). The power of political storytelling: How framing shapes U.S. presidential debates. Retrieved from <https://oxfordpoliticalreview.com/2025/01/24/the-power-of-political-storytelling-how-framing-shapes-u-s-presidential-debates/>
- Ross, A. S., & Caldwell, D. (2020). ‘Going negative’: An appraisal analysis of the rhetoric of Donald Trump on Twitter. *Language & Communication*, 70, 13-27. <https://doi.org/10.1016/j.langcom.2019.09.003>
- Salazar, D. (n.d.). *Introduction to Philippine English*. Oxford University Press. Retrieved from <https://www.oed.com/discover/introduction-to-philippine-english?tl=true>
- Santiago, A. (2024). A critical discourse analysis of the 2022 presidential bid of a former Philippine opposition leader. *The Sociolinguistic Journal of Korea*, 32(1), 1-41.
- Tan, Y. (2022). A study of the inaugural address of John F. Kennedy from the perspective of appraisal theory. *Theory & Practice in Language Studies (TPLS)*, 12(1), 117-122. <https://doi.org/10.17507/tpls.1201.14>
- Tiglao, R. (2022a). Three obvious losers unite against Robredo, demand she withdraw. *The Manila Times*. Retrieved from <https://www.manilatimes.net/2022/04/18/opinion/columns/three-obvious-losers-unite-against-robredo-demand-she-withdraw/1840361>
- Tiglao, R. (2022b). Leni has brought upon herself her likely landslide defeat. *The Manila Times*. Retrieved from <https://www.manilatimes.net/2022/03/16/opinion/columns/leni-has-brought-upon-herself-her-likely-landslide-defeat/1836431>
- Tiglao, R. (2022c). Communists for Leni. *The Manila Times*. Retrieved from <https://www.manilatimes.net/2022/03/14/opinion/columns/communists-for-leni/1836216>
- Valdez, H. P., & Colcol, J. M. G. (2022). A critical discourse analysis of Philippine political advertising. *Proceedings of the 36th Pacific Asia Conference on Language, Information and Computation* Manila, Philippines. Association for Computational Linguistics. Retrieved from <https://aclanthology.org/2022.paclac-1.25.pdf>
- White, P. R. R. (2020). The putative reader in mass media persuasion—stance, argumentation and ideology. *Discourse & Communication*, 14(4), 404-423. <https://doi.org/10.1177/1750481320910512>
- White, P. R. R. (2021). Alignment, persuasiveness and the putative reader in opinion writing. *Language, Context and Text*, 3(2), 247-273. <https://doi.org/10.1075/langct.21001.whi>
- White, P. R. (2025). Appraisal theory and the analysis of point of view in news and views journalism—unpacking journalistic “persuasiveness”. *Language & Communication*, 100, 95-107. <https://doi.org/10.1016/j.langcom.2024.11.005>