

ILLOCUTIONARY SPEECH ACTS AND KINESICS: AN ANALYSIS OF PRESIDENT BBM'S SELECTED SPEECHES

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Article Info	Abstract
Article History Received: November 2025 Revised: January 2026 Accepted: March 2026 Published: April 2026	<i>This study analyzes the illocutionary acts and nonverbal cues in President BBM's speeches, employing Illocutionary Speech Act Theory to categorize speech acts and Kinesics Theory to examine nonverbal communication. Three speeches are analyzed: Miting de Avance, the Inaugural Speech, and the State of the Nation Address (SONA). Expressive acts are most common in Miting de Avance, while representative acts dominate the Inaugural Speech and SONA. President BBM uses expressive acts to demonstrate affection for Filipinos and representative acts to assert facts or beliefs. Nonverbal analysis reveals that facial expressions are prominent in Miting de Avance, conveying a wide range of emotions, whereas head movements are more common in the Inaugural Speech and SONA, facilitating communication and social interaction. These findings highlight how the interplay between illocutionary acts and nonverbal cues shapes political communication, offering insights into how leaders strategically engage audiences and influence public speaking practices. However, the study is limited to three speeches, which may not fully capture the breadth of the president's communicative repertoire. Future research could expand to comparative analyses across multiple political figures or contexts to deepen understanding of how speech acts and kinesics jointly affect audience perception and political discourse.</i>
Keywords Illocutionary speech acts; Non-verbal cues; Miting de Avance; Inaugural speech;	
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INTRODUCTION

Speech plays a crucial role in politics because many political activities are performed by politicians to convey their ideas. Therefore, giving speeches is an essential component in influencing others. During communication, speakers not only generate statements but also execute actions in accordance with those statements. According to Larasati et al. (2020, p. 7) these actions are carried out by utterances, sometimes known as speech acts. Illocutionary speech acts are recognized as speech acts that operate to tell one thing and do one thing and comprise intentions and utterances. Moreover, Kopycz (2006, as cited in Rominięcka, 2008, p. 247), asserts that nonverbal behaviour has a significant effect on people's attitudes, and can be used in political persuasion to get favourable responses from voters. The aim is to determine which nonverbal channels, such as the eyes, face, hands, posture, and legs, are most effective and attract maximum attention.

Illocutionary acts and nonverbal cues can both be employed in speech analysis to uncover the speaker's true intentions and feelings. Both entail communication that goes

beyond word-for-word interpretation, offering insightful information about the speaker's underlying message and its effect on the audience. Analysts can develop a more thorough grasp of the speech's persuasive ability, emotional tone, and overall efficacy by looking at both sides. Illocutionary acts have been utilized as determinants of effective public speeches in various empirical studies (Ahmed et al., 2021; Altikriti, 2016; Ghazani, 2016; Handayani & Wibowo, 2025; Larasati et al., 2020; Maulidiyah et al., 2021; Rakaj, 2022; Sabtiana & Siregar, 2024; Sianturi et al., 2021; Sofian, 2021; Wardana et al., 2019). These studies concentrate on determining the kind of illocutionary acts that the speaker employs in their remarks. The studies explain several kinds of illocutionary acts and show how Searle's theory aligns with them. It primarily focuses on identifying and analyzing persuasive speech acts through a comparative investigation. Moreover, nonverbal cues are effective in delivering speeches and show hidden messages in speeches in various empirical studies (Bas & Grabe, 2016; Carpinella & Johnson, 2016; Dumitrescu, 2016; Kaldyebkova & Duisekova, 2023; Kilgo et al., 2018; Rominiecka, 2008) and in debates (Kjeldsen & Gelang, 2024; Jiang, 2024). Those studies focus on examining how different gestures affect an individual's personality using nonverbal cues. The research explores various emotions and their classification to assess listeners' ability to recognize and evaluate voice expressions. Additionally, it investigates how emotions and behaviours influence participants' perceptions of nonverbal cues and subsequent actions.

The common limitations of those empirical studies are that they tend to focus on one specific theory, neglecting the broader spectrum of communication dynamics. For instance, while some studies concentrate on illocutionary acts, others solely explore non-verbal communication. Addressing literature gaps in research helps create clear studies and emphasizes enhancements. Combining illocutionary acts and non-verbal cues in political speeches enhances understanding of communication strategies, promoting a broader understanding of political communication for future campaigns. This study offers valuable insights for future researchers in the realm of political speeches, aiding them to craft more effective and informed studies. Incorporating analysis of illocutionary acts and non-verbal cues in the study of political speeches can enrich education (SDG 4) in sustainable development goals, promoting critical thinking, communication skills, and active citizenship for a more sustainable future.

Bongbong Marcos (BBM) is the current president of the Philippines and is assumed that his speeches contain Illocutionary Acts and Nonverbal Cues and is vital in his victory in the 2022 election. By examining the nonverbal cues alongside with illocutionary speech acts, it allows for a better understanding of his intended message and its impact on the audience. Therefore, the researcher aimed to investigate the illocutionary acts and non-verbal cues of President Bongbong Marcus Jr. in his selected speeches. To determine whether illocutionary acts and nonverbal cues exist and are in accordance with his speeches.

RESEARCH METHOD

Research Design

The language inquiry employs the qualitative-descriptive method, through discourse content analysis. The researchers examine President Bongbong Marcos Jr.'s selective speeches, applying John Searle's Illocutionary Speech Acts and Birdwhistell's non-verbal cues under kinesics. This approach allows for a deeper understanding of the distinct types of illocutionary acts present in the speeches, considering their adherence to non-verbal cues.

Sources of Data

The study ensures the reliability and credibility of the evidence by using carefully selected data sources. The primary sources in this research are the Selected Speeches of President Bongbong Marcos Jr.: The Miting de Avance, State of the Nation Address (SONA),

Inaugural Speech, and Illocutionary Speech Acts of John Searle (1979), and Non-verbal Cues under Kinesics of Birdwhistell (1970).

The researcher selected three speeches from President Bongbong Marcos's collection based on specific criteria. These speeches were delivered before and after he was declared the 17th President of the Philippines on June 30, 2022, at 12 o'clock noon. The chosen speeches are as follows: "The Miting de Avance," held on May 8, 2022, with a duration of 18 minutes and 14 seconds. The "Inaugural Speech" on July 30, 2022, which lasted for 25 minutes and 34 seconds. "State of the Nation Address" (SONA) was delivered on July 25, 2022, lasting 1 hour, 14 minutes, and 44 seconds. These three speeches were selected as they fulfil the researcher's criteria of being the first three speeches delivered by President Bongbong Marcos before and after his presidential declaration, considering their respective dates and time durations.

Data Gathering Procedure and Analysis

The researchers collected data by watching selected speeches of President Bongbong Marcos Jr. on YouTube and obtaining their official transcripts. The videos were sourced from Rappler and ABS-CBN News. The analysis was conducted in two phases: (1) Identification and Analysis of Illocutionary Acts, and (2) Annotation and Analysis of Non-Verbal Cues.

Phase 1: Identification and Analysis of Illocutionary Acts

The researchers examined both the video recordings and transcripts to manually identify illocutionary acts. Following John Searle's (1979) classification, speech acts were categorized into five types: assertives, directives, commissives, expressives, and declarations. Each utterance was coded according to its communicative function, with attention to linguistic markers such as verb choice, modality, and contextual cues. To strengthen validity, the classification process involved cross-checking among researchers, and inter-rater reliability was maintained through consensus discussions and pilot coding of sample segments before full analysis. Discrepancies were resolved collaboratively to ensure consistency in categorization.

Phase 2: Annotation and Analysis of Non-Verbal Cues

Non-verbal cues were annotated using Birdwhistell's (1970) framework of kinesics. The annotation process involved several steps: Segmentation – Each speech was divided into meaningful units (e.g., paragraphs or thematic sections). Observation – Researchers repeatedly viewed the video segments to note non-verbal behaviors accompanying verbal expressions. Coding – Specific cues such as facial expressions, body posture, hand gestures, eye contact, and vocal tone were systematically recorded in an annotation sheet. Contextual Linking – Each non-verbal cue was linked to the corresponding illocutionary act to examine how verbal and non-verbal elements interacted. Lastly, verification – two researchers reviewed the annotations to minimize subjectivity, with disagreements discussed until consensus was reached.

This two-phase approach ensured that both verbal and non-verbal dimensions of communication were systematically analyzed. While the manual coding method allowed for nuanced interpretation, the study acknowledges limitations in terms of sample size (three speeches) and potential subjectivity in annotation. Future research may benefit from employing computer-assisted coding tools or expanding the dataset to include comparative analyses across multiple political figures to enhance generalizability.

RESEARCH FINDINGS AND DISCUSSION

Research Findings

Table 1 shows the frequency counts and percentages of illocutionary acts as classified by Searle (1979) within the range of the initial set of videos to the final set of videos.

Specifically, these illocutionary acts are observed in the contexts of the Miting de Avance, the Inaugural Speech, and the State of the Nation Address (SONA).

Table 1
Illocutionary Speech Acts: Miting de Avance, Inaugural Speech, and SONA

Illocutionary Speech Acts	Video 1: Miting de Avance		Video 2: Inaugural Speech		Video 3: State of the Nation Address (SONA)	
	(f)	(%)	(f)	(%)	(f)	(%)
Representatives	14	27.45	37	41.11	95	42.60
Directives	7	13.73	13	14.44	55	24.66
Expressives	22	43.14	16	17.78	15	6.73
Commissives	4	7.84	14	15.56	27	12.56
Declaratives	4	7.84	10	11.11	30	13.45
Total	51	100	90	100	223	100

In Miting de Avance, expressive is dominant with 22 (43.14%), followed by representative at 14 (27.45%), and directive at 7 (13.73%), as PBBM used emotional attachments and affection, assertions or propositions, urging or commanding. In the Inaugural Speech, representative leads with 37 (41.11%), followed by expressive at 16 (17.78%), and commissive at 14 (15.56%), as his speech conveys more information, expresses gratitude, and commitment. In the State of the Nation Address, representative dominates with 95 (42.60%), followed by directive at 55 (24.66%), and declarative at 30 (13.45%), as he becomes more assertive, provides instructions and intentions.

Video 1: The Miting de Avance

Extract 1 (MADAEL8) Expressive

"Dahan-dahan ay dumadami ang sumasama sa atin. Dahan-dahan ay naririnig natin ang sagot ng ating mga kababayan sa sigaw ng UniTeam ng pagkakaisa. At ito ay nagsimula kami, anim na buwan na noong nagsimula kami ay ang sagot na naririnig natin ay parang bulong lamang, halos hindi marinig. Habang tumatagal ang panahon, nakikita natin ang bulong na yan ay palakas nang palakas habang dumadami ang nagsasanib-pwersa sa likod ng kilusan ng pagkakaisa. Hanggang ngayon na maliwanag na maliwanag na ang sigaw ng Pilipino."

English Translation:

"Gradually, those joining us are increasing. Slowly, we hear the response of our fellow countrymen to the cry of the UniTeam for unity. And it all began six months ago; when we started, the response we heard was like a whisper, almost inaudible. As time goes by, we see that the whisper gets louder as more forces unite behind the unity movement. Until now, the clamor of Filipinos is very clear."

The example above is expressive, according to Searle (1969, as cited in Maulidiyah et al., 2021 p. 54), "expressive language aims to convey the speaker's inner state in relation to a situation. This can involve expressing thanks, congratulations, apologies, or even emotions like criticism, praise, or condolences." This statement above of PBBM contains expressions of emotions, attitudes, and opinions. This line expresses a sense of providence about people joining a group or movement gradually and it reflects the speaker's appreciation for the response of their compatriots and suggests a positive attitude towards it. It also conveys a sense of accomplishment or pride in their own efforts and highlights the initial difficulty in getting their message across and it expresses the speaker's optimism and satisfaction with the growing support for their cause. Additionally, this statement reflects a sense of achievement and pride in the clarity and strength of the Filipino people's collective voice. The speaker is using language to express their emotions, feelings, and opinions about the development of a certain movement or cause.

Extract 2 (MDARL5) Representative

"Marami nang nakabanggit sa dami ng problemang ating hinaharap. Maraming nakakaalam at nararamdaman kung ano ba ang mga dapat tugunan na dala ng pandemya, ng krisis ng ekonomiya na likha ng pandemya."

English Translation:

"Many have already mentioned the numerous problems we face. Many are aware and feel what the pandemic brings, the economic crisis created by the pandemic, that must be addressed."

The example given above is representative, according to Indriyana and Sumardiono (2023) "Representative speech acts, a category within speech act theory, function to convey the speaker's propositional attitudes towards a particular state of affairs." These utterances aim to represent the world as the speaker believes it to be, implicitly conveying a claim to truth." And the statement above informs or asserts a certain perspective or point of view. In this assertion, PBBM expresses his idea that many people are aware of and experiencing the various challenges brought about by the pandemic and the economic crisis it has caused. Therefore, it conveys information and describes a situation that makes it assertive.

Extract 3 (MDADirL4). Directives

"Huwag natin titigilan ang ating sinimulan. Huwag tayong hihinto at lahat ng ating lakas ay ating isakripisyo."

English Translation:

"Let's not stop what we started. Let's not stop and sacrifice all our strength."

The example above is a directive, according to Searle (1979, as cited in Indriyana and Sumardiono, 2023) "the directive illocutionary acts, as theorized within the field of pragmatics, are speech acts employed by a speaker with the intention to influence the listener's course of action. These utterances aim to elicit a specific behavioral response from the addressee. The statement above by PBBM contains commands or instructions to the audience that urges or directs the listener to take specific actions, urging not to stop what has been started. This instructs the audience not to stop what has been started, emphasizing the importance of continuing a certain task or endeavor and instructs the audience not to halt and to sacrifice all their strength, implying a call for determination and perseverance.

Video 2: Inaugural Speech

Extract 1 (ISRL21). Representative

"The role of agriculture cries for urgent attention that its neglect and misdirection now demands."

The example given above is a representative illocutionary speech act. According to Searle (1969, as cited in Maulidiyah et al., 2021), "Representative, or assertive, illocutionary acts commit the speaker to the true value of the proposition they express. These acts encompass a wide range of speech functions, including stating facts, proposing ideas, expressing opinions or experiences, notifying others, making suggestions, and reporting events. Notably, while some representatives like "stating facts" aim for neutrality, others like "bragging" or "complaining" inherently convey the speaker's subjective perspective." It conveys information; it describes the current situation and the need for immediate attention to address the neglect and misdirection of the agricultural sector. It conveys information and highlights an existing problem, the severity of the situation and calls for immediate action.

Extract 2 (ISEL12). Expressive

"With every difficult decision that I must make, I will keep foremost in my heart and in my mind the debt of gratitude I owe you for the honor and responsibility that you have conferred on me."

The example given above is an expressive illocutionary speech act. Expressive illocutionary acts encompass utterances that function primarily to convey the speaker's subjective stance or emotional response towards a proposition (Searle, 1976, as cited in Indriyana & Sumardiono, 2023). In that statement, the speaker is expressing their feelings of gratitude and the sense of responsibility they have toward the audience who has honored them with a specific role or position.

Extract 3 (ISCL14). Commissive

"We are presently drawing up a comprehensive all-inclusive plan for economic transformation. We will build back better by doing things in the light of the experiences that we have had. Both good and bad. It doesn't matter. No looking back in anger or nostalgia. In the road ahead, the immediate months will be rough, but I will

walk that road with you. The pandemic ravaged bigger economies than ours. The virus is not the only thing to blame. What had been well-built was torn down. We will build it back better."

The statement above contains a commissive illocutionary speech act. According to Indriyana and Sumardiono (2023), "Commissive illocutionary acts are utterances employed by a speaker to commit themselves to a future course of action." These acts encompass a broad range of speech functions, including promises, threats, refusals, and offers (to do something). This statement intends to act in the future. The statement also indicates a commitment or promises to carry out these actions in the future, making it a commissive statement. The speaker is committed to working together with the audience to overcome challenges and rebuild the economy, even acknowledging past experiences, whether good or bad. This shows their willingness to take on this responsibility alongside the people. It is filled with commitments, indicating their determination to take specific actions and achieve particular goals related to economic transformation and recovery.

Video 3: State Of the Nation Address

Extract 1 (SONARL). Representative

"This strong economic growth is projected to be sustained and expanded further to 6.5 to 8 percent from 2023 until 2028. The average inflation for 2022 is projected to range from 4.5 to 5.5%, following the uptick in fuel and food prices as a result on the ongoing Russia-Ukraine conflict and the disrupted supply chains."

The illocutionary speech acts in the statement are primarily representative, as they involve making statements of fact. According to Haucsa et al. (2020) "representative are the statements that the speaker perceives to be accurate." The statement above conveys information that PBBM believes to be true, presenting forecasts as his belief in the expected economic conditions; it also conveys information about economic growth and inflation. There is also an element of explanation, which serves to provide context and reasoning for the information presented. PBBM presents facts or information, so the illocutionary speech acts here are primarily informative and assertive in nature.

Extract 2 (SONADirL13). Directive

"Ang mga field office nila ay inatasan na maagang maglagak ng family food packs at non-food essentials sa mga LGU, bago pa man manalasa ang anumang kalamidad. Magdagdag tayo ng mga operations center, warehouse at imbakan ng relief goods, lalo na sa mga malalayong lugar na mahirap marating."

English Translation:

"Their field offices have been assigned to early drop off family food packs and non-food essentials in the LGUs, even before any disaster strikes. Let's add operation centers, warehouses and storage of relief goods, especially in remote areas that are difficult to reach."

These statements are directives, according to Searle (1969, as cited in Maulidiyah et al., 2021), "directives illocutionary speech acts intends to influence the kinds of action which speakers do, such as commands, requests, demands, and recommendations." That certain statement of PBBM is a directive because they contain explicit instructions regarding specific actions to be taken. In the statement, PBBM instructs the field offices, therefore, it is a clear directive, as it tells the field offices what they should do. Additionally, it instructs to take specific actions to improve disaster preparedness. Therefore, the illocutionary speech acts in the statement are primarily directive, as they involve giving instructions or directives to the field offices and the audience, outlining what actions should be taken in response to potential calamities.

Extract 3 (SONADecL21). Declarative

"We will also continue to improve our roads and transportation systems in key cities throughout the country through various projects such as the Cebu Bus Rapid Transit, Davao High Priority Bus System, Ilocos Norte Transportation Hub, and the El Nido Transport Terminal."

This statement is a declarative illocutionary speech act. According to Kiuk and Ghozali's (2018, as cited in Haucsa et al., 2020) "a declaration is a type of speech act that establishes a link between what's said and the actual world". In addition, according to Barron

(2017); Ilic and Radulovic (2015); Woods (2016), the utterances of the speaker can make a change in the world of the speaker and the listener. In this statement, “enhancing the nation's major cities' roads and transit networks through a few initiatives, including as the El Nido Transport Terminal, the Ilocos Norte Transportation Hub, the Davao High Priority Bus System, and the Cebu Bus Rapid Transit” further supports this as a declarative statement, as it presents these plans as factual and definite.

Table 2 shows the frequency counts and percentages of Non-verbal cues under kinesics of Birdwhistell (1970) within the range of the initial set of videos to the final set of videos. Specifically, these nonverbal cues are observed in the contexts of the Miting de Avance, the Inaugural Speech, and the State of the Nation Address (SONA).

Table 2
Non-verbal Cues: Miting de Avance, Inaugural Speech, and SONA

Non-verbal cues	Video 1: Miting de Avance		Video 2: Inaugural Speech		Video 3: State of the Nation Address (SONA)	
	(f)	(%)	(f)	(%)	(f)	(%)
Gestures	9	21.95%	19	27.14	1	1.14%
Emblems	2	4.88%	0	0	0	0
Illustrators	6	14.63%	6	8.57%	0	0
Affect Display	4	9.76%	2	2.86%	0	0
Regulators	0	0	0	0	0	0
Adaptors	1	2.44%	0	0	0	0
Eye Contact	0	0	0	0	0	0
Facial Expression	10	24.39%	4	5.72%	20	22.72%
Head Movement	9	21.95%	39	57.71%	67	76.14%
Posture	0	0	0	0	0	0
TOTAL	41	100%	70	100%	88	100%

Table 2 presents the frequency counts and percentages of non-verbal cues under kinesics of Birdwhistell (1970) across three videos: Miting de Avance, Inaugural Speech, and State of the Nation Address (SONA). Video 1, Miting de Avance (Rappler, May 8, 2022), features PBBM's 18-minute-and-49-second speech, showing high facial expressions (24.39%), gestures, and head movements (21.95%). Video 2, Inaugural Speech (Rappler, July 30, 2022), runs for 25 minutes and 34 seconds. Head movements dominate (57.71%), followed by gestures (27.14%) through hand motion, and illustrators (8.86%) emphasizing points. Video 3, SONA (ABS-CBN News, July 25, 2022), lasts 1 hour, 14 minutes, and 44 seconds. Head movements rank highest (76.14%), facial expressions second (22.72%), and gestures least (1.14%).

VIDEO 1: MITING DE AVANCE

The following are the top three (3) examples that are found in PBBM's Miting de Avance's speech.

Extract No. 1: Facial Expressions

(“FULL SPEECH: Bongbong Marcos at miting de avance - YouTube”, 2022)

<https://youtu.be/aXLmaop-aUA?si=Y2EbocmW17G3yYNr>

Click the link to see the video, from 01:26 to 01:31

In the example provided, it is evident that facial expressions play a crucial role as the predominant actions within the video. The image presented serves as an illustrative instance of these expressions. Specifically, when PBBM commenced his speech, the crowd's response was one of exuberance, marked by shouts and cheers. In response, he wore a smile, a facial expression that conveyed his delight and satisfaction in the support of the people. According to Zhang et al. (2010), found that facial expression is one of the most effective ways for

humans to express their intentions, attitude, inner emotional states, and other nonverbal messages in speech communications. Which PBBM displays a happy face to indicate his expression. It is essential to note that this smile also radiates confidence, amplifying his message as he confidently stated, "Mananalo talaga tayo bastat walang tulugan sa Lunes." This alignment between his facial expression and his vocal tone underscores the importance of synchrony in nonverbal cues during public speaking. It is irrefutable that a speaker's facial expressions, when employed effectively, can breathe life into a speech by articulating emotions and enthusiasm.

This sentiment finds resonance in various fields, encompassing psychology, communication studies, and the domain of interpersonal communication. Experts across these domains concur on the pivotal role that facial expressions play in the delivery of a message. These nonverbal cues, like facial expression, are instrumental in conveying emotions and intentions and shaping the overall tone of the message. Consequently, it wields substantial influence over how a message is perceived and comprehended by its recipients.

Extract no. 2: Gestures

("FULL SPEECH: Bongbong Marcos at miting de avance - YouTube", 2022)

<https://youtu.be/aXLmaop-aUA?si=Y2EbocmW17G3yYNr>

Click the link to see the video, from 07:03 to 10:05

The image presented above serves as an illustrative example of the gestures employed by PBBM during their miting de avance speech. Using gestures assumes a prominent role after video analysis. According to Hostetter (2011), and Kita et al. (2017), gestures are crucial for effective communication. PBBM employed various hand movements to underscore specific points in his discourse. According to Streeck (2009), as cited in Kita et al. (2017), gestures work together to cooperatively convey the speaker's message. Thus, speakers' desire to improve communication serves as one of the motivations for producing gestures.

Extract no. 3: Head Movement

("FULL SPEECH: Bongbong Marcos at miting de avance - YouTube", 2022)

<https://youtu.be/aXLmaop-aUA?si=Y2EbocmW17G3yYNr>

Click the link to see the video, from 14:33 to 18:50

Head movements play a prominent role in the public speaking technique of PBBM during his miting de avance. His deliberate head movements, shifting from left to right coordinated with his body, serve to facilitate social interaction with the audience. With each turn of his head, he underscores the message that Sambayanang Pilipino should remember the significance of Uniteam throughout the six months of campaigning. He passionately urges the people of the Philippines to support this cause, emphasizing the importance of unity and the advancement of the nation's present and future. PBBM fervently advocates for the UNITEAM tandem of Marcos and Duterte, asserting that they represent unity, love, and camaraderie for the Filipino people.

The utilization of head movements in his speech delivery is pivotal, as it effectively conveys emotional and personality traits. This technique is instrumental in maintaining the audience's attention, ensuring that they are attentive and receptive to his message, thereby seeking the support and votes of the Filipino populace. Consequently, PBBM's statements and how he employs head movements accentuate the key points of his speech.

VIDEO 2: INAUGURAL SPEECH

The following are the top three (3) examples that are found in PBBM's Inaugural Speech.

Extract no. 1: Head Movements

("FULL SPEECH. Ferdinand Marcos Jr. echoes message of unity in ..", 2022)

<https://youtu.be/rgFbCZZ7eZ0?si=Sk020kO537jp4zNX>

Click the link to see the video, from 5:43 to 6:42

In the context of nonverbal communication in human interaction, a study by Xiao et al. (2015) asserts the significance of head motion. Notably, in the speech video featuring Pbbm, head movement emerges as the predominant nonverbal action. The illustration provided exemplifies this head movement, demonstrating PBBM's deliberate shift from left to right while delivering the message. This motion establishes social interaction and enhances the audience's sense of presence, especially as he articulates, "I am here not to talk about the past." I am here to tell you about our future." PBBM elaborates on the losses incurred during the pandemic, emphasizing the multitude of missed opportunities. He advocates for a forward-looking approach, citing his leadership role in initiating changes aimed at recuperating the pandemic's losses.

Extract no. 2: Gesture

("FULL SPEECH. Ferdinand Marcos Jr. echoes message of unity in ..", 2022)

<https://youtu.be/rgFbCZZ7eZ0?si=Sk020kO537jp4zNX>

Click the link to see the video, from 11:34 to 11:40

The inaugural address delivered by PBBM was a crucial moment in the call for unity and rebuilding the Filipino nation. His non-verbal communication during the speech, specifically the emphasized gesture accompanied by the stress in his words, served as a strong reinforcement for his message of unity and collective action. The statement "Never forget, we are Filipinos, one nation, one republic indivisible" was reinforced by the synchronized gesture of closing his fist and tapping the table, emphasizing the unity and indivisibility of the nation. PBBM's overarching message aimed to unite Filipinos in addressing internal challenges and reconstructing the nation. He emphasized the importance of internal solutions over reliance on external influences, advocating for respectful dialogue, openness to diverse viewpoints, and the assertion of Filipino identity in shaping the nation's future. Central to this message was the idea of fostering agility and resilience, crucial elements for a strong republic.

The core theme revolved around the necessity of taking immediate action to carve a better, more unified, and more promising future for the Philippines. Moreover, our analysis of the gestures in the video allowed us researchers to conclude that gestures can aid in the understanding of spoken words, and this was supported by the research conducted by Dargue et al. (2019), which highlights the significance of gestures in aiding the comprehension of spoken words. The synchronized gesture served as external support for the spoken message, potentially enhancing the audience's understanding and engagement.

Extract no. 3: Illustrator ("FULL SPEECH. Ferdinand Marcos Jr. echoes message of unity in ..", 2022)

<https://youtu.be/rgFbCZZ7eZ0?si=Sk020kO537jp4zNX>

Click the link to see the video, from 23:32 to 23:34

The depicted visual representation in the provided image highlights one of the instances within Illustrator that highlights PBBM's utilization of nonverbal cues. Evidently created using Illustrator, the purpose is to augment the mental imagery PBBM seeks to convey. PBBM strategically employs such visual aids to underscore or emphasize his spoken words or ideas, thereby reinforcing, supporting, and complementing his verbal communication. For instance, in the statement, "I will keep foremost in my heart and in my mind the debt of gratitude I owe you for the honor and responsibility that you have conferred on me," PBBM employs a closed fist gesture, pointing towards himself. This action serves to elucidate his deep appreciation for the trust and responsibility entrusted to him in making arduous decisions.

VIDEO 3: SONA

The following are the top three (3) examples that are found in PBBM's State of The Nation Address Speech (SONA).

Extract no.1 Head Movements

("FULL VIDEO: President Marcos Jr.", n.d.)

https://youtu.be/xWplk7uGPrs?si=kW2Su_ch3rgGtUwF

Click the link to see the video, from 6:05 to 6:15

The visual representation of political candidate PBBM's body language, as observed in his speech, prominently features a predominant gesture in the form of head movements. This non-verbal communication behavior serves to convey the speaker's alignment with the audience's perspective while emphasizing the pivotal aspects of his political platform. PBBM conveys his speech by turning his head as a gesture that points out his address to the audience. Movement trajectories in studies where participants were specifically asked to quickly rotate their heads in the yaw domain were sigmoidal in shape.

The amount of rotation and the peak velocity had a near-linear relationship, reaching speeds of up to and beyond 200°/s for large turns (Thurtell et al., 2000, and Zangemeister & Utz, 2002). During PBBM's speech, it becomes readily apparent that his behavior is characterized by active engagement with the audience, and this involvement is notably influenced by the nuances of his head motions. Moreover, PBBM's deliberate use of eye contact with the audience and his affirmative nods in response to their reactions consistently elicit perceptions of greater relevance and appeal among the viewers.

Extract no.2 Facial Expression

("FULL VIDEO: President Marcos Jr.", n.d.)

https://youtu.be/xWplk7uGPrs?si=kQW4vyEvh_cPqegI

Click the link to see the video, from 1:01:01 to 1:01:03

The captivating visual representation depicted in the provided image serves as a compelling illustration of PBBM's adept utilization of nonverbal cues. It becomes apparent that PBBM employs facial expressions with strategic intent, leveraging them to persuade the audience and convey a deep sense of concern for matters of paramount importance to the electorate. A notable example of this strategic application of facial expressions lies in PBBM's discourse on foreign policy, particularly in his unwavering commitment not to cede an inch of territory. This resolute stance, conveyed with conviction through his facial expressions, elicited a standing ovation from the audience. In his included statement, "Kakailanganin natin ng tulong at kakayahan ng buong pamahalaan at ng buong bansa," PBBM's facial expressions align cohesively with his responses, reflecting his emotional responses as he communicates his message to the audience in a formal setting.

Extract no.3: Gesture

("FULL VIDEO: President Marcos Jr.", n.d.)

https://youtu.be/xWplk7uGPrs?si=kQW4vyEvh_cPqegI

Click the link to see the video, from 29:30 to 29:32

The depicted image in the video presented above serves as an illustrative exemplar of the gestures meticulously employed by the members of PBBM during the SONA. The discerning scrutiny of this gesture assumes a prominent role following an exhaustive video analysis. According to Casasanto and Jasmin (2010), there is a substantial link between the emotion of spoken statements and the hands employed for spontaneous co-speech gestures. In the video, PBBM uses hand gestures to represent his dedication to openness and honesty.

Discussion

Speech Acts

In President BBM's Miting de Avance speech, expressive illocutionary acts being the most prominent, followed by representative, directives, declarative, and commissive illocutionary acts. According to Supri and Rahmatiany (2021), "expressive illocutionary acts can be interpreted as speech functions that aim to express the feelings of the speaker to the interlocutor." PBBM's Miting de Avance speech places more of an emphasis on emotions and

delivering a passionate message than it does on outlining specific policies or future commitments. According to Gurevich (2022 p. 18), “an emotion-charged speech is always impressive and more persuasive by its perlocutive effect.” These kinds of speeches have the power to really connect with the audience, changing their perspectives and resulting in concrete actions. As a result, using expressive illocutionary speech acts works quite well, especially during important occasions like the Miting de Avance. With millions of people watching this platform, it has the power to persuade and influence many people. The impact of powerful, emotionally charged rhetoric on a broad audience was demonstrated by President BBM, who received a significant thirty-one million, one hundred four thousand, and one hundred seventy-five (31,104,175) votes, demonstrating the persuasive power of his speech.

The Inaugural Speech is structured with representative as the most prominent, followed by expressive, directives and commissive illocutionary speech acts, with declarative illocutionary speech acts being less prominent. Roberts (2018) claimed that “these phrases are frequently used in speeches as part of an assertive illocutionary speech act, views, notifications, and statements.” In PBBM Inaugural Speech is primarily focused on representing his views, interests, or concerns, and less focused on outlining specific policies or making concrete commitments in their speech. Instead, prioritizing the representation of their interests, sharing his vision, or emphasizing his role as an advocate rather than a policymaker in their inaugural speech.

The SONA underscores a firm commitment to representation, offering guidance, making declarations, and pledging commitments, with a notable reduction in emotional expression. Dzumillah (2016) highlights that representatives are the most frequently employed illocutionary act. PBBM’s emphasize his role as the president, underscores the government’s dedication to addressing the nation’s concerns and priorities. His speech prioritizes conveying government policies, plans, and actions over personal emotions, enthusiasm, or opinions, emphasizing a factual and objective perspective. This reduced focus on expressive illocutionary acts suggests a deliberate choice to present a SONA rooted in sincerity and a commitment to addressing the nation’s needs and priorities.

The video 2 (Inaugural Speech) and 3 (SONA) shows a strong emphasis of representatives’ illocutionary speech acts. In political speeches, speakers that employ representative illocutionary speech acts are viewed as assertive and resolute, seeking to build a solid foundation for their commitments or promises to the audience. Therefore, the audience can be impacted using representatives in political speeches. The ability of the speaker to persuade the audience of facts is what determines how effective representational illocutionary speech acts are in political speeches. Sofian (2021), for example, discovered that the most frequent use of the illocutionary aspect in Joe Biden’s Victory Speech was assertive or representative.

Likewise, this is reflected in President Umaru Musa Yar’Adua’s Victory and Inaugural Speeches as revealed in Ayeomoni and Akinkuolere (2012), President Rodrigo Duterte’s Inaugural Address as revealed by Yang and Wang (2020), and President Biden’s Address as revealed by Wardana et al. (2019). This implies that to effectively convey their ideas, political leaders express their ideas and intentions clearly to the audience. This suggests that using representatives can help ensure that the audience understands the speaker’s goals and objectives. As a result, one popular and useful tactic for presenting facts and making claims in political speeches is the employment of representative illocutionary speech acts, such as representatives or assertives.

In examining videos 2 (Inaugural Speech) and 3 (SONA), speakers often use strong and confident language to get their points across in politics. When politicians use this kind of language, it makes them seem sure and determined about their promises. This approach can really influence the audience, depending on how convincing the speaker is with the facts.

Looking at Sofian's (2021) study on Joe Biden's Victory Speech, it was found that Biden frequently used this assertive style. This matches findings in speeches by President Umaru Musa Yar'Adua (Ayeomoni & Akinkuolere, 2012), President Rodrigo Duterte (Yang & Wang, 2020), and President Biden again (Wardana et al., 2019). It suggests that politicians want to be clear about their ideas and goals to make sure the audience understands them. So, using this strong and plain language, like assertive statements, is a common and effective way for politicians to share facts and make their points in speeches.

The findings highlight how the deliberate employment of illocutionary acts not only influences the audience's immediate reaction but also advances our knowledge of political persuasion as a balance between factual information and emotional resonance. The analysis shows how political leaders use speech acts to build credibility, rally support, and strengthen the performative power of rhetoric in democratic settings by placing these patterns within communication theory.

Nonverbal Cues

In the miting de Avance, it is evident that the dominant nonverbal cues are facial expression, gesture, and head movement. It implies that applying these three nonverbal cues is beneficial and credible when delivering a speech to the audience. According to Baylor & Kim (2008), facial expression is to facilitate persuasion and add impact to the message. While gestures can reduce ambiguity by focusing the learner's attention. Moreover, Munhall et al. (2004) found that head movement improves speech perception. Therefore, applying these three nonverbal cues can bring success in delivering speech.

In the inaugural address, it is evident that head movement, gesture, and illustration are the dominant nonverbal cues. It implies that combining these three nonverbal cues has particular importance as a source of valuable behaviour in delivering a speech. Head movements make speech more comprehensible because they facilitate sentence parsing (Sadoughi & Hesampour, 2017). Hostetter (2011) pointed out that gestures facilitate comprehension of a spoken message and performance on a wide range of tasks. Moreover, Bull (2016) stated that illustrators do assist in the process of communication in that they facilitate the comprehension of speech. In this case, combining these three nonverbal cues makes the speech delivery more effective.

In the SONA, head movement, facial expressions, and gestures are the key nonverbal cues PBMM utilized in his SONA speech, which emphasize the importance of integrating these cues to shape the behavioural aspects of speech delivery. It suggests that a thorough understanding and intentional incorporation of these nonverbal elements are critical factors influencing the attainment of a speech. According to Poggi and Pelachaud (2008), head movement happens in a variety of behaviours, not just nodding. This enhances the efficacy of delivering a statement and conveying added information or expressions through speech. Kopacz (2006) emphasized the importance of facial expressions, pointing out that they are among the most powerful presentations made by political candidates. Moreover, according to Hogrefe et al. (2017), speech and gestures are both communicative channels regulated by the shared area of the brain. In this case, the integration of these three nonverbal cues serves to optimize the efficiency of speech delivery.

The findings demonstrate how nonverbal cues serve as potent rhetorical devices that support verbal tactics and strengthen emotional resonance and believability in political communication. The analysis highlights the multimodal aspect of political influence and shows how deliberate use of gestures, head movements, and facial expressions increases audience engagement by placing these behaviors within the framework of persuasion and communication theory.

CONCLUSION

In the analysis of President Bongbong Marcos' speeches, including the Inaugural Speech, Miting De Avance, and SONA, a comprehensive examination reveals the strategic utilization of various illocutionary speech acts and nonverbal cues. Adept use of expressive speech acts to evoke emotions and deliver passionate messages. Utilization of nonverbal cues (head movement, gestures, facial expressions, and illustration) to establish connections and convey messages effectively. Recognition of the influence of illocutionary speech acts in establishing a compelling connection with the audience highlights the intricacies of political communication. Bongbong Marcos is an effective speaker, as he was able to use illocutionary speech acts and nonverbal cues strategically and effectively as communication context requires.

This study limits on the selected speeches of one speaker, hence, it is recommended that a comparative analysis of two or more speakers using similar framework may be conducted. Beyond this, future research could also explore cross-cultural comparisons, longitudinal analyses of political discourse, or the integration of computer-assisted and AI-driven tools to enhance reliability and depth of analysis. Practically, the findings suggest that political communication training programs should emphasize the interplay of speech acts and kinesics, equipping leaders and public speakers with strategies to strengthen emotional resonance, credibility, and audience engagement. The use of AI tools in analyzing political speeches further offers opportunities to systematically evaluate verbal and nonverbal elements, providing insights that can inform both academic research and professional practice in political communication.

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The data utilized in this study are available upon request.

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