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Metaphors in Political Speeches: Understanding President Duterte's Discourse

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ABSTRACT

President Rodrigo Roa Duterte's discourse is somehow different from the past presidents that governed the country. Consequently, this made him the most controversial and misunderstood politician for his language. Since metaphors form a significant part of the discourses, this study aims at examining the metaphors used by President Duterte and their possible ideological repercussions to people from different walks of life. The corpora of this study were ten transcripts of his political speeches from the period of his presidential campaign and the early period of his presidency. The identification of metaphorical expressions in ten texts was conducted using a method based on the conceptual metaphor themes listed by Lesz (2011) and were analyzed in the framework of Cognitive Metaphor Theory by Lakoff and Johnson (1980). The analysis showed that there were diverse conceptual metaphors identified in the speeches of the president and the employment in his speeches allows him to create associations between unrelated concepts like people, objects, or ideas. Thus, his audience can use their imaginations in order to integrate their understanding. Moreover, it was found out that the employment of other elements of language was also present. It is therefore recommended to analyze these elements to better understand his identity, ideologies, and role as the country's president as this may fairly address the gap among the conceptual domains of people living in Luzon, Visayas and Mindanao

INTRODUCTION

The presidential election became the foremost political event in the Philippines in 2016. In the course of the campaign, politicians delivered their speeches that would optimistically impact undecided voters to take their side and put them at a distinct advantage that they were the best candidates for the position. In the process, language played a very vital role. Politicians utilized it to express, advocate his policies, oppose the policies of others and create his discourse identity as political agent. As Charteris-Black (2005) stated that within the different types of leadership, politicians employed persuasive rhetoric to lift their image in the society. It is therefore an interesting topic for research. Since metaphor forms a significant part of the political speeches, this study aims at examining the metaphor use by the politicians specifically by Rodrigo Roa Duterte.

In the same manner, metaphor was viewed by Lakoff and Johnson (1980) as both conceptual and linguistic phenomenon. For them, it is used in day-to-day lives which are mirrored in actions and in words. Therefore, it was noted that metaphor has been employed in politics and in media where its influence to people is of great consideration especially on the sensitivity and controversial aspects of the real world (Lakoff, 1991). Therefore, Duterte's use of metaphors in his political speeches cause ambiguity and uproar to his audience specially in Metro Manila compared to his audience from Mindanao and Visayas. More so, his political style influenced a strong relationship with the masses (Curato, 2017). It was noted that his language conveyed power which has an impact to the people (Devanadera & Alieto, 2019).

Meanwhile, this study looked into the political speeches of one of the most misunderstood presidents of the Philippines because of his discourses. Though, there was the same study conducted (Navera, 2020), however, it lensed on the national perspectives. Meanwhile, the study of Berowa (2019) highlighted his speeches but it was limited on the pragmatics and swearing. Lemana and Gatcho (2019) unveiled that the president's discourses reflected negative representation of his political nemeses and those in the oppositions. Hence, the gap of the study. This paper focused on the political speeches for the reason that information is needed by everyone and politics plays a paramount role in the future of a country. Analyzing metaphor is very significant to do since it could help individuals to grasp the meaning of each political speeches. Moreover, this could enable critics, researchers and citizens of the country to understand the political interest and ideologies of President Duterte. Therefore, to conduct this study is very important.

Purpose of the study

The objective of this qualitative study engaging textual analysis was to understand Presidents Duterte's discourse through identifying the metaphors used or present in his political speeches. This study analyzed the gathered transcripts of Duterte's speeches using the cognitive approach to metaphor developed by Lakoff and Johnson (1987) and the conceptual themes presented by Lesz (2011).

Research Questions

1. What metaphors are present in President Duterte's speeches?
2. What ideologies are integrated in President Duterte's

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political speeches?

3. How do President Duterte's speeches present his social identities?

Research Design

This study is qualitative employing the textual analysis method. From Denzin and Lincoln (2011) point of view, qualitative research presents different stance wherein it tried to understand the occurrence of the phenomenon being investigated. This can only be captured by digging deeper into human experiences through observations and interviews. Likewise, textual analysis is a methodology that understands the utilization of language in different forms. It can be in written or spoken whereby wider social structures of languages are being investigated in presenting subliminal messages (Allen, 2017). Hence, this study is qualitative-textual analysis since analyzed the metaphorical language in the political speeches of President Rodrigo Roa Duterte of the Philippines.

Data Source

The data were 10 transcripts of the Political Speeches of President Rodrigo Roa Duterte retrieved from YouTube Channel of MindaNews. This was used to extract speeches because unlike any other news portal, it is reliable and offers free and open access. In addition, I only limited myself in analyzing metaphors in political speeches.

RESULTS AND DISCUSSIONS

Metaphors in the Speeches of President Duterte

With the use of conceptual metaphor analysis to the speeches of President Duterte, conceptual metaphor mapping is presented in table 1. The table shows group of conceptual metaphors with the corresponding target domains and source domains related to the metaphorical thought; and the example of metaphor expression identified from the speeches which is still attached to the main sentence where it is mentioned.

There are diverse conceptual metaphors identified in the speeches of President Duterte; however, there are categories which are overlapping and thus, these are fused and final make up the categories are all 5 with the corresponding sub-categories presented through the source domains or the metaphorical thought where the target domains are mapped.

Observably, in the foregoing examples, there are several source domains that are mapped to two or more target domains. For instance, the source domains like living beings and reifications are employed to conceptual metaphors related to societal issues, economy, the Filipino people and the country, politics and position/authority. Conceptual Metaphor Related to Social Issues. In this study, I refer this clustered domain, the social issues to issues in the Philippines that President Duterte mentioned in his speeches being studied. These include drug related problems, corruption, war, and other forms of societal conditions. Conceptual metaphors to describe social issues, his disgust towards these issues as well as his presentation of the solution are seen to be metaphorical

in some instance like what appears in the foregoing examples:

(1) Ubos and pera ng gobyerno nito. Milking cow, iyan. PS4LB7

(2) There's a whale of difference between killing an innocent person and killing a criminal. PS1LB3

In examples 1 and 2 above, it is shown that living being metaphor was used by the President. The milking cow and the whale are source domains of concepts referring the Philippines or the Filipino people's money being utilized by Americans; and the big or huge difference of the two aspects of killing issues against Duterte. The said metaphors were used to elaborate ideas using the concrete concepts attributed to living beings such as cow (source of milk) and whale (a big animal).

Similarly, time concepts were used as source metaphors for target concepts of ending the societal issues pointed out by the president. Tomorrow signifies that time will come the problem will be solved (3) and likewise for (5), the time element represented by "a past" to mean that corruption will end. Another time metaphor, dig into years (4) projects the schema of the presidents' unwillingness or disinterestedness to investigate issues related to Marcos' for it is an issue in the past.

(3) It will not end tomorrow. PS1T2

(4) Whether it is true or not, {...}, it is not my business to dig into the years. PS3T4

(5) I will make corruption a past in the city. PW5T8

Societal issues and people behind these social problems were also metaphorically described by Duterte as apparatus (6), a machine or tool as source metaphor to mean that those who are into drug selling and supplying are part of the problem.

(6) {...} But if there are suppliers and sellers, you belong to an apparatus. PS1M1

In the case of (7) and (8), illnesses are mapped to the concept of destruction brought about by problems in the society that the Philippines is facing. Duterte made use of these illness metaphor schemes also to show that indeed the problem is worst and worsening; hence, the use of the concepts cancer, stage 2, virus which are worse diseases familiar to Filipinos.

(7) {...} be addressed with urgency, are corruptions. {...} these are ills as mere symptoms of a virulent societal disease that creeps and cuts into the moral fibre..PS2I1

(8) If you read books {...} we are in the stage... cancer..we are already in stage two. PS4I7

Movements such as in (9) and (10) represented by metaphoric expressions erosion (known as soil erosion or movement of the soil); and go down crashing respectively are source metaphor mapped to losing of faith and trust to the government and to mean country's failure (described as go down crashing).

(9) Erosion of faith and trust in the government – that is the real problem that confronts us. PS2M2

(10) ...Bayan ko, it will go down crashing...it will become a failed state. PW6M10

Meanwhile game/sports metaphor was also drawn from

the speeches when the President described those who are into drugs as players (11) or actors causing the drug related problem. Also in (12) and (13), war concepts (war, fight) are connected to the President's description of going against social issues of drugs and corruption. Similarly, death and emotion metaphors are expressed in examples (14) and (15) for the President to manifest his perspective of how destructive drug is and that how injustices in the country which prevail for years have marred relationships with the Moro people.

(11) ...he was playing all along the drug industry PS3S1

(12) It a war, declared war against drugs. PS3W1

(13) I will fight corruption. PS5W6

(14) Itong droga ang pinaka. Because it would lead us in its wake. PS3D1

(15) There is always hurt over the century, the injustice committed to the Moro people. PW5E1

Conceptual Metaphor Related to Economy

In the speeches of President Duterte, metaphors that are related to his descriptions about the economy and how he works and would like to work for it were also revealed. Economy is building; economy is living being; and economy related concepts are portrayed through reification or attributing concrete ideas to abstract ideas. These were employed in speeches as shown in the following:

(1) We, I build a city, I build cities, Now, I will build a country, that's our job. PS1B2

(2) Meanwhile, Davao City's economy suddenly bloomed. PS1LB2

(3) China is opening its doors again to pineapple and the banana industry. PS5R5

Building as to structure is used as scheme to mean growth of the country despite the criminalities, drugs and other problems in the society as vowed to be done by the President in his speech (1). Another metaphor employed that establish a link of a living being (flower that blooms) and the economy of Davao City (2); and the concrete object door that opens was mapped to the economic opportunities offered by China as announced by the President in his speech.

Conceptual Metaphor Related to Filipino People and the Country

The Filipino people and the country itself have been also attached to metaphorical expressions in the President's speeches. The sources of schemas include time, business/money, reification, living being and sports/game. Observably, the President's concern for the youth is expressed in the metaphor of time as he used the term future, a time denoting who these youth are present will be in the time to come and how important they are for the country (1). In the same vein, youth were also described as assets (a business schema) as shown in (2) to express that the President puts high regard to the youth and that they must be protected from the ill effects of drugs.

(1) I do not like drugs because it will destroy our young people, our youth (life). They are our future. PS1T1

(2) If you deprive us of our greatest assets and that

is our daughters and sons, P***** i** ka, I will kill you. PS1B1

Example (3) is metaphor for a less powerful country like the Philippines described by the president in his speech to have received unequal treatment unlike other countries; and for (4), the concrete noun "king" is mapped to the drug lords whose positions in the society brings worry to the President and they are warned to stop or else something will be done to them to cut their activities in the society.

(3) Kung kaming mga maliliit, you get all the sanctions. PS4R5

(4) I will not stop until the last drug pusher is out of the street and the last drug lord or king killed. PS6R11

Moreover, to express strong emotions, living being, dogs, usually considered as fierce animals which may bite enemies and strangers (in some instances and concepts) were connected to the idea that the President should prevent the people in his country be placed in a chaotic situation due to problems related to drugs and criminalities (5). The same strong emotion was apparent in the speech when the President made use of a game metaphor (play) to challenge his critics about his war on drugs.

(5) I will not allow my country to be thrown to the dogs. PS4LB8

(6) Paikutin jo kayo dito sa kamay ko and I will play with you. I will play with you in public. PS5S8

Conceptual Metaphor Related to Politics. Politics related topics in the speeches of the President were presented also in metaphors of movement/direction with the use of the word "left" (a direction opposing the president's) being mapped to the target metaphor, his political opponents being described in his utterances as it appears below:

(1)...well of course, Pilipinas, the left, hindi nga nakatikim ng – ayaw tumikim ng talo, so they continue to demonstrate. PS7M5

Interestingly, human body as a metaphor expression was evident also with the use of pulse in example (2) to refer to the concept of the President of ensuring that people's opinion should be considered.

(2) It is the people from whom {...} That is why we have to listen to the murmurings of the people, feel their pulse, supply their needs, fortify their faith {...} PS2HB1 "Garbage" in (3) was another metaphor representing an issue in the society caused by influential people like senators; in (3), journey metaphor was apparently employed to describe that the President is putting effort to make Philippines a better country and the "sail" as a journey metaphor (4) talks about the time of working as President of the country. Correspondingly, in (5), a health metaphor presents the vision of President Duterte for the country to be better with the ideas contributed by concerned people.

(3) It became an issue and a garbage when some senators poured money... PS5R9

(4) {...} as we commence our journey for a better

Philippines. The ride will be rough. *PS2J1*

(5) {...} Long before the sail, they said that I started to {...} *PS1M1*

(6) You know, decent and criticism would make this democratic country healthy. *PS3I2*

Conceptual Metaphor Related to Position/Authority

Being the President, his position and authority were given emphases in the speeches and there were also observable metaphors serving as vehicles to convey his message. President Duterte described his role being a president as suppression of freedom as a person and his private life. Example (1) facilitates this through a metaphor highlighted below:

(1) Lagyan mo nalang ako ng handcuff, pareho na, wala na. Wala akong freedom, you lose entirely your private life. *PS3R1*

(2) I was already favorite whipping boy ng mga human rights,... *PW7R14*

(3) ...Presidents, to always take the lectern of the presidency. *PS3R2*

Handcuffs are used for criminals who are not free to roam around the society. The metaphor represented the President's description of his life governed by procedures and protocols essential to the head of the land. The same reification was found in (2) wherein whipping boy is mapped to his being the center of criticisms; and in (3) lectern was another concrete object used being mapped to the responsibility lodged to him as the President of the country.

Another metaphor describing his life as a president is movement metaphor (4) functioning similar to metaphors mentioned above. It shows his lack of will to decide on what he has to do since there are procedures to follow.

(4) You know, I cannot straddle along the floor because of protocol and procedure requires... *PS3M5*

In (5) and (6), game or sports concepts were used to define his personality and response to a certain situation. He considered himself an ordinary person who is not connected to powerful organization or institution. The metaphor playing with numbers was his description as to how he refrained from mentioning the exact figure of drug personalities of the country when being asked about it by a president of another country.

(5) I am not into a big league. *PS5S2*

(6) I was playing with numbers. *PS5S5*

Furthermore, domains related to religion, machine/tool and emotions paved way to metaphorical expressions making connections to how he described his personality when being criticized of his choice of cabinet secretaries. The religion metaphor (7), holy life, accompanied with laughter in his speech brings the audience to a concept that indeed, he has chosen friends for such government positions. The metaphor crucify was also religious idea representing suffering and that President Duterte employed this to refer to criticism thrown to him. Machine/ tools (8) with the hammering as machine scheme talks about the hammer's function of shaping an object or placing a nail to a certain place. This metaphor

was successfully used when the President speaks of the things he is giving focus into.

(6) I live a holy life, I'll drink to that. *PW5R4*

(7) ...Now who would crucify me by saying...If you destroy my country... *PS6R5*

(8) ...But I won and I said, there are three things which I keep on hammering. *PS5M7*

The results are in consonance with the views that metaphors are present in most of the speeches given by the highest political officials of a specific country (Charteris-Black, 2005; Cox, 2012; Koller & Semino, 2009; Lakoff, 2002). The very main purpose is to make them closer to public and would allow them to have the connections with the people (Borčić et al., 2016).

Ideologies Integrated in the Speeches of President Duterte

The notion of ideology is manifested in the texts through President Duterte's use of lexical items that manifest his personal and political ideologies. In the speeches I have analyzed, the recurring issues include the war on drugs, graft and corruption, peace and order, rebellion, economy and religious aspects.

Political Ideologies. The political ideologies reflected in the speeches of President Duterte were expressed using the metaphorical expressions with representations already discussed above. His democratic ideals were set fort in PS2 when he said, "feel their pulse", referring to the consensus of the people whose needs are to be catered by the government. This ideology is supplemented with the emphasis on the opponents' bad properties through the use of the metaphor that described what would likely happen to the country (failed state introduced by the metaphor, go down crashing) when he, now as President will take the issue for granted.

This implied the point that the past administrations have not resolve these issues.

It is the people from whom {...} That is why we have to listen to the murmurings of the people, feel their pulse, supply their needs, fortify their faith {...} *PS2*

...Bayan ko, it will go down crashing...it will become a failed state. *PS6*

President Duterte's political will is also exposed when he promised to have a better Philippines when the time comes represented with the journey metaphor and that the said journey of making the country better is not easy with the use of noun ride, journey metaphor and rough, an adjective pointing out that achieving a better Philippine requires more effort and time.

{...} as we commence our journey for a better Philippines. The ride will be rough. *PS2*

Similarly, the President also vows of not leaving the county with unresolved issues and chaotic situations (thrown to dogs). His hatred to drug problem is also evident (PS1) with the use of metaphoric element (future) and appositions (destroy our young people, they future) to emphasize the youth or the young people he is protecting of. Moreover, PS1 portray his political will and determination to halt and or minimize the drug problems.

I will not allow my country to be thrown to the dogs.
PS4LB8

So when I said, “I do not like criminals in the city because it will destroy the city, I will kill you.” I do not like drugs because it will destroy our young people, our youth. They are our future.PS1

Socio-economic Ideologies. Imbedded in the speeches of President Duterte are his socio-economic belief, ideals and values reflected in the lexical elements he employed. Using conceptual metaphors of illness, health, war and living beings, it is apparent that he is serious of his goals of eradicating social issues that are described to have been getting worst. The use of metaphors like cancer, virus, and disease (PS4, PS2) are his ways of presenting his worries to the problems confronting the society he governs. His heightened emotion (PS5) is also expressed with emotive language or emotion metaphor and war metaphor (PS3) to outwardly display his commitment to resolve the issues on drugs. Similarly, his huge desire to address the problems in forceful manner is expressed with the war metaphor. However, despite all of these he captures as societal dilemmas, he put forward his belief that these can be addressed through his description of stage 2 cancer.

If you read books {...} we are in the stage...cancer..we are already in stage two. PS4

{...} be addressed with urgency, are corruptions. {...} these are ills as mere symptoms of a virulent societal disease that creeps and cuts into the moral fibre..PS2

It a war, declared war against drugs. PS3

There is always hurt over the century, the injustice committed to the Moro people. PS5

President Duterte’s actions towards social issues is also justified with his presentation of a metaphor to explain his point of killing criminals which is subjected to his critics’ attack. He differentiates killing criminals and that of the non-criminals or the innocent through a metaphorical device, whale to show a huge difference of concepts.

There’s a whale of difference between killing an innocent person and killing a criminal. PS1

His being a socialist is also pointed out. His anecdotes, his presentation of his economic status all bring out this ideology. These are facilitated through his use of adjectives labeling his family poor in the society (PS1).

Pero kailan man, I’m just a socialist. Anak lang ako ng mahirap eh. Anak lang ako ng migrant sa Mindanao. Ang tatay ko galing Cebu... Paano ako magkaroon ng mindset na isip mayaman? So always ang ano ko is ‘yung namulatan ko sa mata ko ang hirap.PS1

To show that he is also working for the economic aspect of the country, he announced in his speech the role of China by pointing out the opportunities the said country can offer for the Philippines and this is done through the metaphor opening doors (PS5). This implies an economic mission grounded on some socio-political ideologies of making connections with foreign countries like China.

China is opening its doors again to pineapple and the banana industry. PS5

Religious Ideology. President Duterte speaks no religious affiliations or a member of a religious sect or denomination. In his speeches, it can be gleaned that his religious ideology is centered on the freedom of choice and respect to people with their religious practice as constitutional right. In PS5, it is apparent that he chooses to acknowledge that right.

There are a lot of them... There are a lot of them and in some places in Mindanao, aplenty. We cannot do anything punitive for the simple reason that they are in to their religious activity. And in this country, freedom of religion to practice one is always sacred. It’s embedded in the Constitution and it goes for all religions. PS5

President Duterte is a believer of God and in his speeches; he mentioned making his oath before God, using the conditional if attached to the phrases with God as doer of the verb like would allow, and his expression of belief that there is someone (referring to a certain God he believes in) behind his presidency. PS5 extract reads:

But I just kept on saying that when, and in almost all of my campaigns, if you had followed me, I was the only one invoking the name of God. If by God’s grace I will win the presidency, I will do this. If God would allow me a life longer, I would do this. I was the only one really. Though I am into religiosity, but I believe that there is really somebody there and my presidency was really a destiny.PS5

The President’s attack to the priests of the Catholic church is also evident in his speeches but has emphasized that his point is not about religion but the people behind the religion like the priests. His rhetorical questions sum up his disgust to the priests.

I have a country to preserve and that is the Filipino nation. It has nothing to do with religion. [applause] When were you really true to your vocation? There are so many of you there. You preside masses every Saturdays and Sundays. The priests are rich but I never saw a rehab center built by them. Where did the people’s money go? PS1

In political speeches, different elements of metaphors are embedded. It is an expression of ideology which indicated different symbols, and socio-cultural practices (Van Dijk, 1998). Correspondingly, Fairclough (2001) mentioned that ideology is a social policy anchored from social theory. Similarly, Van Dijk (1998) stated that it is a shared beliefs by the members of the society.

The Notion of Identity Evident in President Duterte’s Speeches

In this section, I will uncover the social identities of President Duterte which can be gleaned from the corpora. Throughout his speeches, there are different identities which can presented and these are encoded with his use of pronominal, anaphors, cataphors, adjectives and other lexical elements and conceptions. In his speeches, identities of the President include his being an ordinary Filipino citizen, Head of the state, Commander in Chief, Leader of Reforms, warrior against drugs, initiator of peaceful negotiations, and a legally knowledgeable person.

The foregoing examples extracted from his speeches point out how these identities become evident.

Identity as Ordinary Citizen

The ordinary citizen in the Philippines culture is someone who does not hold office in the government, to belongs to the lower class and or regarded as poor and can also be someone raised in the province or the countryside. This social identity is evident in the speeches of President Duterte as he told his audience about his campaign when he did not spend millions since he does not have money—implying a socio-economic category (PS5). In similar fashion, he considered himself as ordinary citizen by mentioning that he is from Mindanao, a province (PS5). In PS 1, his being an ordinary citizen is flaunted with the adjective “poor” (pobre tang tanan) supported with a concept of inclusivity “all of us” (tang tanan).

Wala naman akong ginastos (I did not spend anything). I didn’t have the — I don’t have to worry about the millions of loss. Wala akong pera eh (I do not have the money).PS5

I am not into the big league. I am just an ordinary Filipino residing somewhere in Mindanao.PS5

Yun ‘yung ang magtake over kung matanda na tayo kay pobre ‘tang tanan (this will take over when we are already old because we are all poor). PS1

This kind of identity is also supported in the following examples:

Matagal na ako dito... It’s almost, I’ve been travelling from Cambodia wala na akong medyas o (I do not have socks). [laughter] Naubos na.Tinatamad naman ako maglaba (I don.PS7

I have a mouth that is not really courteous. Well I’m sorry, ganun talaga ako. Wala akong magawa. Eh probinsyano lang tayo, yan man ang linguahe sa amin.PS3

Noticeably, in PS7, the president presents an anecdote (travel) causing him to present himself not wearing socks because he was not able to do a laundry. Telling so creates a frame of being an ordinary person since those who are not especially like him as a president has aids or helpers to do the tasks of doing the laundry. But surprisingly, he claimed he is the one doing the job but has failed to do so (Tinamad ako maglaba.).

His description of his language (not really courteous) is justified by his claim of being someone from the province and that he cannot do something on it since it is the manner people from the province speak (yan ang linguahe namin).

Identity as the Head of the State and as Commander in Chief

This identity, even without any descriptions taken from his speech is known by the majority since any president is. However, in the analysis of President Duterte’s speeches, his linguistic choices made the said identity apparent. The repetitions, (I will not allow) and the pronominals I, my are notions of personal identity. In PS5, these are used to show ownership of the country, and the government which all implies that he is a person with high rank in the government. The repetition I will not allow shows

a strong conviction. This identity is also portrayed in PS5 when President Duterte mentioned the noun, impeachment which can only be done to presidents and chief justices of the country; and the time element of six years, of which only the president and the vice presidents have as terms of office as government official.

I will not allow my country to be destroyed. I will not allow my country — the next generation to be compromised. Maski ano gawin ko. And I will not allow corruption to destroy my government.PS5

Never mind about impeachment. I don’t give—I will not die if I do not complete the six years.PS5

The identity of being a Commander in Chief is projected with the use of the highlighted words in the foregoing extracts from PS1 and PS5. The verbs constituting the command sentences as well as the noun commander, and the pronominal I and my facilitate the portrayal of such identity in his speech.

I will order every precinct commander in town all over the Philippines to give you a list of the persons who are playing drugs and who are destroying the lives of the innocents.PS1

And whenever there is, I’m losing two policemen a day in the drug trade. At least two on the average, two policemen a day and one or two military men. I have commissioned them to join the fight. So we will fight. I will not...PS5

Identity as Leader of Reforms

This identity is marked with the commissives, pronominal, modal and other elements. In PS1, the conviction to change the government is done through the use of modal (will) and pronominal (I) plus the phrasal do away representing a movement from present state to another; hence, the present situation is bound to change. Adding up to this is the time metaphor, past to project that thing in the past which will no longer happen in the future (PS5). More evidently, the order of President Duterte for a shortened time to secure clearances and the command to explain to him when this is not done are all aspects of reforms identified in his speech though it is only presented through an anecdote of his political activities in his city, Davao.

I will do away with corruption in government and it will be. Maniwala po kayo. Yayariin ko talaga lahat ng corrupt. I am committed to it.PS1

I will make the city peaceful. I will make corruption a past in the city.PS5

I was the first city to impose a three-day limit of clearances whether it is electrical, business, or whatever. Three days or 72 hours, after that you explain to me why it took you more than 72 hours to process a simple task. That was the rule in Davao. When I said no corruption, so I will kill you. PS5

Identity as Warrior Against Drug

President’s war metaphor on drug issues and the people who are behind it is giving emphasis on his identity as warrior against drugs. Expressions I and will manifest convictions and certainty about his plans on drug addiction. The negatives “do not” also support this

identity. Moreover, the President also showing conviction as drug warrior by using the metaphor king, and the word killed are expressions relating to a warrior.

I will kill you.” I do not like drugs because it will destroy our young people, our youth. *PS1*

Then I said, I will suppress drugs. Ginagwa ko rin and believe me, until last pusher out of the streets and last drug lord is exterminated, it will last until the last day of my term wala akong — hindi tayo aatras diyen. *PS1*

I will not stop until the last drug pusher is out of the street and the last drug lord or king killed. *PS6*

Identity as Initiator of Peaceful Negotiation

This identity can be framed when he mentioned his worry when he is informed about buying a bullet for he thought of having these bullets used to his fellow Filipinos like NPAs ad Moro; thereby presenting the element of having peace talk (usap nalang tayo). He also pointed out groups like NPA, MI, indigenous peoples, Moro as subjects in the negotiations and peace talk qualified by the modifier inclusivity in the peace process. His manifested emotion (elated) portrays positivity towards the achievement of the goal related to peace talk and unity. These linguistic elements sum up as to how he project his identity as initiator of peace negotiations.

Tsaka ‘yung mga NPA tumahimik na kayo diyen... Pero every time I sign anything that buys a bullet, I always think that either it’s used against the Moro na Pilipino o mga NPA. Kaya ako ‘di masyado ako, istorya na lang tayo. *PS7*

Sa MI naman, we have agreed to talk. Si Nur naman sa ano, he wants a separate. *PS7*

I am elated by the expression of unity among our Moro brothers and leaders, and the response of everyone else to my call for peace. *PS2*

I look forward to the participation of all other stakeholders, particularly our indigenous peoples, to ensure inclusivity in the peace process. *PS2*

So we have to deal with the traditional Moro. *PS3*

Identity as Legally Knowledgeable Person. While identifying himself as an ordinary citizen who governs the highest office of the land, Presidents Duterte in his speeches frequently switch the portrayal of his identity being a knowledgeable person in the legal parlance. In *PS2* nouns which identify him include lawyer and prosecutors, the professionals in the legal field. This has been supported with I know to emphasize that he knows about the law and its processes. He also states his incomparable devotion to the rule of law. The jargon like due process is also used.

In *PS5*, his knowledge about the law is flaunted when with so much conviction that there is no law in the Philippines to vindicate that he can be imprisoned when he kills the criminals.

As a lawyer and a former prosecutor, I know the limits of the power and authority of the president. I know what is legal and what is not. My adherence to due process and the rule of law is uncompromising. *PS2*

... because tayong lawyers, we are trained to just look

at the law and if it is clear, if it does not admit of any equivocal answer, don’t. *P3*

It is not a crime to threaten criminals with death. There is no law in the Philippines which says, I have to go to jail because I said you threaten the next generation and the speaker would kill you. *PS5*

You know, I said I’ve been a trial lawyer for eight years. *PS5*

In addition, in his identity of his being an ordinary citizen, President Duterte made use of “I” and “we” to project his belongingness to the poor people. This kind of conceptions, in rhetorical theory, is linked to an important insight on the relationship between language and identity. Inspired by poststructuralist principles (Klueff, 2009; Bruner, 2005) argued that texts “construct subjects” and create the premises for social belonging. This means that collective identity is seen as a flexible and intersubjective phenomenon, which is created through communication. For Duterte, he has no money, he does his laundry, he entrusts the future to the youth – all are Filipino identities of being ordinary and non-elite.

Nouns and their equivalents, the adjectives and the pronominal were part of the speeches of President Duterte to point out his identity of being a head of state and a legal expert. In the same manner, these linguistic elements were also used in order notice his being a leader of reforms, a warrior on drugs and a peaceful negotiator. The abstract nouns for peace and order of the country, modifiers such as peace talks, inclusivity in the peace process advance his identity of being pro-peace, and his claims of equality.

Implications for Practice

President Duterte’s speeches have metaphor domains related to social issues, economy, Filipino people, politics and his position or authority as leader of the land. These are presented and mapped to the source domains such as living beings, machine or tools, health/illness, movement, sports/games, war, death and business/money. I can say that these source domains in the metaphor cognitive mappings are familiar when the analysis is anchored on the theory of cognitive mapping by (Lakoff & Johnson, 1998). This means, no sensible analysis can be done when A (the source domain) is not linked to B (the target domain).

In teaching the English language particularly in decoding metaphorical expressions from the texts, a teacher should be able to let the students understand literal concepts and attributes of the source domain to be able to connect such to the target domain. This idea is consonance to Searle’s who emphasized this practice in cognitive metaphor mapping. Understanding metaphor is contextual too. Hence, context should be also pointed out to derive meanings and connections.

Metaphors are overwhelmingly used in different texts not only in political speeches. They are even part of the daily conversation. With this, language teacher must be reminded that metaphor elements in discourse may lead to misinterpretations (Krippendorff, 1993). This can

surely occur when cognitive mapping is not practiced in revealing and understanding meanings – an eye for resemblance is very important.

Similarly, when teaching writing whether creative or non-creative writing, metaphor is unavoidable since it has been part of the daily conversation. A good practice on metaphor use is ensuring that the metaphorical expression is new in its sense. With President Duterte's speeches, source metaphors may be of familiar groups but the words are fresh and that mapping of elements should be carefully done and understood in context. Hence, when teaching about metaphor use, teachers should show how it could be done and that newness is always the aim; otherwise, that metaphor breeds cliché according to Lakoff and Johnson (1980) since with repetition its effect can be lost. This directs us teachers to model the use of new and or modified concepts on metaphor use and abandon those that have been used through time.

As Filipino citizens, the important audience of political speeches of President Duterte, it is imperative that we will be able to understanding his message. In fact, criticisms to him are unavoidable – his words may be acceptable or unacceptable in our personal perspective but the practice of mapping his metaphors to his target message matters a lot to give way for better understanding. Our students can either be his supporters or his critics and as teachers, it is our role to help them discern through objective judgments, the metaphorical expressions of the president and or other people we interact in our daily conversations. Moreover, aside from metaphors, there are also lexical elements and rhetoric which paved way for President Duterte to communicate to us his values, belief system and or his ideologies as a whole. Language which come in different features are vehicles to convey such. Teachers should introduce to the language class how these ideologies are communicated through the use of language. How words function for a purpose and how these can be understood and used as well.

The ideology of President Duterte may be prone to criticisms and may have urged others to take his side. As language teachers, decoding important elements of the discourse is a priority in the communicative sense. Language is a vehicle for communication and thus, must be understood through the way people use it. Critical thinking should be embedded in the teaching of language for the students to distinguish what arguments are presented soundly and what are not. In this way, whether they criticize or favor Duterte's ideologies, at least, they have prior and deeper understanding toward these ideologies. This is the essence of understanding the ideologies of the country's leader by analyzing the linguistic elements being used.

Likewise, the identity of President Duterte is presented through his use and choice of language in his speeches. I have not yet met the President in person, I only have listened to his speeches; hence, I cannot speak on his behalf what kind of person he is and what roles he takes as leader of the country. The question as to, who

he will remain undisclosed without using his discourse as element for a sensible analysis. This has to be presented to the students too.

Teachers and students alike are in the education spectrum where knowledge search is fundamental and a primary goal. The findings of this study direct teacher's effort to web the language accordingly, build a perspective about the person through his language and presentation of oneself in the public. One's language can build or ruin a person. Hence, this must be inculcated to the students. In line with the notion of identities through language, activities geared towards practice or drills on the use of adjectives are also important so better labels are attached to person's identities. Similar activities can also be done in learning the use to proper adjectives, anecdotes and inclusion/exclusion concepts to present one's personality or identity to other people.

Basically, this study provides the platform of understanding that teaching language is not confined with memorization of grammar rules, it must be more on understanding of words are used to convey and or create meanings necessary in our daily conversation in different contexts.

Implication for Future Research

My study was focused on the metaphor in the speeches of President Duterte and on some linguistic elements essential in the analysis of the ideologies and portrayal of identities. Prior to the study, I have not entertained the thoughts of studying other features of language so I can have diverse perspective in analyzing the ideologies and identities of the president. I prefer to use metaphor since I am convinced in my readings that political speeches are metaphorical and I failed to realize that language can be manipulated in different ways in order to convey messages. Hence, for future researchers, I would like to suggest that other elements of language should be studied in speeches of President Duterte.

I have observed that there are similes, rhetorical questions and other types of analogies which can be studied through textual analysis and from there a step higher can be also employed – the critical discourse analysis. It would also be interesting to study the words used by the President to respond to the attacks of his critics and how these words reflect his values as a Filipino leader.

In addition, the study of ideology can also be more in-depth unfolding which of the political spectrum President Duterte belongs and that the corpora for this must be his campaign speeches and not that similar corpora being studied in this current research. The political agenda may reveal his ideologies and his political party. Similarly, the issues of extrajudicial killings in consonance to his “war on drug” can be investigated in socio-linguistic perspectives. I have come across Foucault (1979) theory which might be useful in the critical analysis of Duterte's words referring to killings in connection to his anti-drug campaign.

For students, researches related to how metaphors are used by student writers can also be conducted. This is for

teachers to find out what help can be given to students for them to use metaphor effectively in their writings. Similarly, in analysis can also be done to the anecdotes written by students so reveal what identities they portray and how they express it through language.

CONCLUDING REMARKS

The decision to pursue this study is done in a vacuum. Admittedly, there was no prior readings on theories which can be possibly applied to speeches as my corpora of the study. However, speeches of President Duterte is interesting for me and thus, I never doubted of pursuing an analysis to his speeches.

When I started to gather the necessary corpora, problems as to which of his speeches will be included in my study has been haunting me most of the time. These had brought me to sleepless nights watching Youtube and visiting other websites to get speech transcripts. Adding to the burden was the need to transcribe the speeches since there were no available scripts online. This is probable because in one of his speeches, he mentioned that he is not fond of reading the speeches prepared for him; hence, this has attributed to my difficulty of finding his scripts. Patience and the will to finish the endeavor made me hurdle all of these.

Analyzing the corpora has again brought turmoil. The overwhelming literature on discourse analysis, critical discourse analysis, political discourse, language and ideology, language and identity, politics and language and the like were eating so much of my time trying to figure out what can be applied to my context. The expertise of my adviser helped me go through all of these circumstances. Reading extensively and focusing on the tasks of analyzing the corpora were all done despite hectic schedules at work.

The completion of this study gives me personal and professional lessons. Personal lessons were acknowledged through necessary values that researchers should uphold – sticking to deadlines, getting wider perspectives, conducting deeper searches, Professionally, as a language teacher, the study made me realized a lot of things related to language teaching. Language is should not be taught in isolation, instead, it must be contextual and purposive. Most importantly, as a Filipino citizen, the speeches of President Duterte which I have read for several times have directed me to better understanding about who is he as my country's president. While there are words uttered by him which may not be acceptable in my value system, this research made it possible for me to be objective and be more focused in studying his language and the message he is trying to put across.

Further, I realized that language in politics comes in different shapes. Since political discourse is communicated to diverse audience, careful and through analysis should be done to better exemplify answers to the questions posed in the beginning, during and after of the study.

This means, this research is done but the findings have even opened a lot of doors for more researches.

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