

**STYLISTIC DEVICES USED IN THE SELECTED POLITICAL
CANDIDATES' CAMPAIGN SPEECHES
IN SCIENCE CITY OF MUÑOZ,
NUEVA ECIJA**

CLARJAY A. GAPASIN

An Undergraduate Thesis Submitted to the Faculty of the Department of English and
Humanities College of Arts and Sciences, Central Luzon State University
Science City of Munoz, Nueva Ecija, Philippines
in partial fulfillment of the requirements
for the degree

BACHELOR OF ARTS IN LANGUAGE AND LITERATURE

FEBRUARY 2018

APPROVAL SHEET

This undergraduate thesis entitled “**STYLISTICS DEVICES USED IN THE SELECTED POLITICAL CANDIDATES’ CAMPAIGN SPEECHES IN SCIENCE CITY OF MUNOZ, NUEVA ECIJA**”, prepared and submitted by **CLARJAY A. GAPASIN**, in partial fulfillment of the requirements for the degree of **BACHELOR OF ARTS IN LANGUAGE AND LITERATURE**, is hereby approved and accepted.


CHARMAINE KYLE Y. BONGAT
Adviser

1-23-18
Date Signed


SHARINA CARLA S. MERCULIO
Critic

1-23-18
Date Signed


BETHANY V. MAGNO
Department Research Coordinator

January 23, 2018
Date Signed


Accepted as partial fulfillment of the requirements for the degree of
BACHELOR OF ARTS IN LANGUAGE AND LITERATURE


SHARINA CARLA S. MERCULIO
Chair, Department of English and
Humanities

1-23-18
Date Signed


RICH MILTON R. DULAY
College Research Coordinator

1-23-18
Date Signed


EVARISTO A. ABELLA, PhD
Dean, College of Arts and Sciences

1-23-2018
Date Signed

BIOGRAPHICAL SKETCH

Clarjay Almera Gapasin is fondly called as “Pando”. He was born in August 3, 1996 in Putting Tubig, Gapan City, Nueva Ecija. He took his pre-school at Barangay Putting Tubig Elementary School. He completed his elementary in Gapan North Central School (GNCS), in 2009. After four years, he graduated high school at Sta. Cruz National High School (SCNHS). In the year 2013, he enrolled at the Central Luzon State University (CLSU). He is now expected to graduate on February 2018, with the degree Bachelor of Arts in Language and Literature (ABLL).

He was born in a poor family, due to the fact that his parents were not able to finish their college degree, but because of their persistence and hard work, his parents were able to provide him and his two-sibling good educations. Through the grace of God, he received a scholarship under Congw. Magnolia “Megan” Antonino. They helped and gave him enough allowance every year, for him to have a source of aid or support to buy necessary materials for his schooling all throughout in high school years and additional years in College. During his fourth year in college at Central Luzon State University (CLSU) another opportunity came, the university offered free tuition fees for all students who achieved not less than 2.5 Grade point Average (GPA), effective within a couple of semesters A.Y. 2017-2018. Again, by the help and grace of God to his studies, he have been qualified for the said scholarship under “Tulong Dunong”. This kind of opportunity helped and guided him to create a flat-form or foundation in order for him to continue pursuing his education.

He claimed that by the helped of God, he can make difference among others.

ACKNOWLEDGMENT

The researcher has been blessed with support, guidance, and encouragement from many people throughout the pursuit of his undergraduate degree and the process of completing this thesis. The researcher would like to extend his gratitude to the following people who made this study possible:

First and foremost, the Lord Jesus. He has given him the strength and dedication to accomplish his goals.

The parents of the author have been supportive throughout his life, and they deserve acknowledgement in the completion of this project. Deepest gratitude is given for lifting him up and encouraging him. Most of all, for making him feel so special and sharing much love to him.

Ms. Charmaine Kyle Bongat, for being an inspiration to him as his thesis adviser, but also as an example of intelligence, confidence, and success as a Christian woman. For believing in his ability to complete the project and helping him accomplish the thesis. Many thanks for taking risks in order to enrich his academic endeavors. The researcher also appreciated her time in reading chapters and encouraging him to think of a better perspective and new ideas. Her guidance in this thesis has been so valuable.

Ms. Sharina Carla S. Merculio, who gave him a chance to make his thesis easier, for providing suggestions. This experience leads him to become dedicated and eager to finish his papers earlier as possible.

Mr. Roberto B. Salvador, for preparing him long before completing this thesis. The author cannot thank him enough for being such a dedicated teacher, and a buddy at the same time. The one who challenged him to complete this research. His quick and thorough feedback has been truly appreciated.

Ms. Bethany V. Magno, no words can even explain how much the author well appreciated her efforts to teach him during freshmen years. Her dedication and passion to teach her students gave him full encouragement to continue his career in this field. She deserve to have highest recognition and appreciation, for all the things that she have done for her students. Thank you so much!

Mr. Kevin Ray V. Abesamis for providing his students an additional and reliable references to the research. He was an excellent teacher. His endeavor is really much appreciated.

Dr. Mark Anthony G. Moyano for sharing his knowledge for his students. He was an excellent teacher. His epithet has indeed gave the author encouragement to fulfill all the requirements in this field. And also, for being the coolest Professor he ever had, since freshmen year.

Ms. Daisy O. Casipit as a former DRC, and to all faculty staff of DEH who were not been mentioned yet in this paper, you are also one of the reasons behind the success of this research and the completion of the program should be largely credited to her and to them as well. Many thanks for having confidence in him.

TABLE OF CONTENTS

	PAGE
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF APPENDICES	x
ABSTRACT	
Chapter I. THE PROBLEM AND ITS BACKGROUND	1
Introduction	
Statement of the Problem	4
Scope and Delimitation of the Study	5
Significance of the Study	5
Conceptual Framework	7
Paradigm of the Study	7
Theoretical Framework	8
Stylistic Theory	8
Foregrounding Theory	9
Definition of Terms	10
Chapter II. REVIEW OF RELATED LITERATURE	14
Research Literature	14
An Investigation into Stylistic Devices in Political Speeches by US President	14
An Investigation of Several Speeches by Roosevelt, Nixon and Reagan with regard to the Function of Metaphor In Political Discourse	14
Thematic and stylistic analysis of some inaugural Addresses of presidents of the United States	14
An investigation into lexical stylistic devices in “Vanity Fair”	15
A Stylistic Analysis on “I Have A Dream”	16
Uniting A Nation: A Close Textual Analysis of Barack Obama's Inaugural Address	16
A stylistic content analysis of speeches of black college students	17
Foregrounding	17

A Stylistic study on the linguistic deviations in E. E. Cummings’ Poetry.	18
Deviation in Linguistic Convention on Poetry	18
Foregrounding in Turkish poetry as stylistic expressions	19
On Withholding Political Voice: An analysis of political Vocabulary of a” nonpolitical” speech community	19
Morphology: The Study of Structure of Words	20
Chapter III. METHODS AND PROCEDURES	22
Research Design	21
Data Gathering Procedure	21
Data Gathering Tools	22
Treatment	22
Chapter IV. PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA	23
The Most Evident Type of Foregrounding	23
Table 1. Stylistic Devices	23
Nestor L. Alvarez	23
Devices of Deviation	
Devices of Parallelism	
Implications	
Metaphor	24
Simile	25
Neologism	26
Repetition	27
Parallelism	28
Rhyme	28
Table 2. Stylistic Devices	30
Ramon Angelo R. Coronel	30
Devices of Deviation	
Devices of Parallelism	
Implications	
Simile	31

	Repetition	32
	Parallelism	32
	Rhyme	33
Table 3. Stylistic Devices		35
Jose A. Ruiz Jr.		35
Devices of Deviation		
Devices of Parallelism		
Implications		
	Irregularity	35
	Parallelism	37
Differences of their Selected Campaign Speeches		38
Chapter V. SUMMARY, CONCLUSION AND RECOMMENDATION		43
Summary		43
Conclusion		45
Recommendation		46
LITERATURE CITED		
APPENDICES		48

LIST OF TABLES

TABLE	PAGE
1. Nestor L. Alvarez's Stylistic Devices	23
2. Ramon Angelo R. Coronel's Stylistic Devices	30
3. Jose A. Ruiz's Stylistic Devices	35

LIST OF FIGURES

FIGURE	PAGE
1. Paradigm of the Study	7
2. Stylistic Devices Used by Nestor L. Alvarez	38
3. Stylistic Devices Used by Hon. Ramon Angelo R. Coronel	40
4. Stylistic Devices Used by Hon. Jose A. Ruiz	41

LIST OF APPENDICES

APPENDICES	PAGE
1. Letters for the Politicians	48
2. Sample Speech of Mayor Nestor L. Alvarez	51
3. Sample Speech of Hon. Ramon Angelo R. Coronel	52
4. Sample Speech of Hon. Jose A. Ruiz JR.	53
5. Work Plan	54
6. Logistics	55

ABSTRACT

GAPASIN, CLARJAY A., Bachelor of Arts in Language and Literature, Department of English and Humanities, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines. **DECEMBER, 2017. STYLISTIC DEVICES USED IN THE SELECTED POLITICAL CANDIDATES' CAMPAIGN SPEECHES IN SCIENCE CITY OF MUÑOZ, NUEVA ECIJA**

Adviser: **CHARMAINE KYLE P. BONGAT, MA**

Stylistic devices serve as an important tool in political speeches which effectively make these speeches attractive and persuasive. A stylistic device is an example of the figurative use of word evident in any different styles of the text, which produces a rhetorical effect when speakers use the language in a particular context. The use of semantic and phonological foregrounding devices are essential in establishing and identifying the most evident stylistic devices used by the selected political candidates. The linguistic features of political speeches has been the focus of the study. However, there are a few studies of the language used in political speeches, especially in stylistic devices used in the selected political candidates' Campaign speeches, because the majority of people who listen to political speeches pay more attention to the content of what is being said rather than how it is being said. The audience, though being affected by the style of the speech of the speakers in general, may have little interest in the stylistic analysis of what is being said in particular. They are able to evaluate the speaker's styles and ways that may pay attention to the very colorful meaning that each of the stylistic devices can bring in the speech. In order to identify the most evident and highlight the differences between the stylistic devices of political speeches, foregrounding theory answered the question that led to the findings of this study.

The current implication dive with the main purpose of stylistic devices which is to present the art of persuading, appealing and attracting the audiences and listeners. The findings of the study revealed that stylistic devices highlight the emotions of the speakers and help listeners to understand and share the ideas with the speakers easily. It can be seen that these political candidates invited their audience to share emotional response, or at least see that response as appropriate and well-motivated or at least as understandable. When that invitation is accepted, then, solidarity or sympathy between speaker and listener will be enhanced.

Key words: stylistic, political, foregrounding, semantic, and phonological

LITERATURE CITED

- AKMAIJAN, A. et al. (2017). *Morphology: the study of the structure of words*. Massachusetts: Massachusetts Institute of Technology.
- BLACK, E. (2006). *Pragmatics and stylistics*. Edinburgh: Edinburgh University Press Ltd.
- BURRIS, S. H. (1999). *Literary criticism: an overview of approaches prepared by Skylar*. Retrieved on April 20, 2017, from <http://www.editorskylar.com/litcrit.html>
- COLLINS, H. (2004). *Oxymoronica*. London: Grothe, Mardy.
- EVANS, A. L., Gardner, L., Lamar, O. S., Evans, A., Evans, V. (1999). *A content analysis of the style speeches of black college students*. America: SLU
- FAIRCLOUGH, N. (1995). *Critical discourse analysis: the critical study of language*. New York: Longman Publishing.
- FAIRCLOUGH, N. (2000). *New labour, new language?* London: Routledge.
- FRANK, D. A., & McPhail, M.L. (2005). *Barack Obama's Address to the 2004 Democratic national convention: trauma, compromise, consilience, and the (Im) possibility of racial reconciliation*. *Rhetoric & Public Affairs*. 8. p. 571-593. doi: 10.1353/rap.2006.0006.
- GREGORIO, I. M. (2016). *Phono-graphology in selected poems of Nick Juaquin and T.S Eliot: A comparative study*. Science City of Muñoz, Nueva Ecija: Central Luzon State University.
- HUSPEK, M. and KENDAL, K. (2009). *On withholding political voice: an analysis of political vocabulary of a "nonpolitical" speech community*. Retrieved on November 28, 2017, from <http://www.tandfonline.com/doi/abs/10.1080/00335639109383939>
- KENNEDY, E. (2009). *About entertainment*. Retrieved on April 20, 2017, from [www.childrenbooks.about.com: http://childrenbooks.about.com/cs/censorship/a/banharry.htm](http://www.childrenbooks.about.com/cs/censorship/a/banharry.htm)
- LEECH, G. (2008). *Language in literature: style and foregrounding*. Harlow, England: Pearson Longman, pp. xii+222
- LEECH, G. and SHORT, M. (2007). *Style in fiction* (2nd ed.) Pearson Education Ltd.
- LI, X., & SHI, M. (2015). *A stylistic study on the linguistic deviations in E. E. Cumming's Poetry*. *Journal of Pan-Pacific Association of Applied Linguistics*, 19(2), 23-54.

- SHEN, Y. (2007). *Foregrounding in poetic discourse: between deviation and cognitive constraints*. Israel: SAGE Publication
- SIMPSON, P. (2007). *Stylistics*. London: Routledge
- OZTEKIN, O. (2012). *Foregrounding in Turkish poetry as a stylistic expression*. Turkey: Elsevier Ltd.
- ÖZÜNLÜ, U. (2001). *SİRDE Dil Kullanımları*. Istanbul: Multilingual.
- PEER AND MULDER, (2006). *Foregrounding in poetic discourse: between deviation and cognitive constraints*. Retrieved on November 9, 2017, from <http://journals.sagepub.com/doi/pdf/10.1177/0963947007075983>
- PINKER, S. (1999). *Words and rules: The ingredients of language*. New York: Basic Books
- PUSPOKUSUMA, K. (2009). *Deviation on linguistic convention on poetry*. Retrieved on November 22, 2017, from file:///C:/Users/asus%20pc/Desktop/Review%20of%20Related%20Literature/DEVIATIONS%20IN%20LINGUISTIC%20CONVENTION%20ON%20POETRY%20(English%20Version)%20_.html
- RADAKOVIC, M. (2010). *The origins-where is the connection between persuasion and rhetoric*. Retrieved on April 21, 2017, from <https://www.diplomacy.edu/resources/general/origins-%E2%80%93>.
- SALVADOR, R. (2016). *Censorship and expurgation on the selected children's literature* (p. 8). Baguio City: University of the Cordilleras
- THOMAS AND WAREING, (1999). *Language, Society, and Power*. London and New York: Routledge.
- VANDERBECK AND JOHNSON (2011). 'If a Charge was brought against a saintly religious leader whose intention was to save souls... ': An analysis of UK parliamentary debates over Incitement to hatred on the grounds of sexual orientation. Retrieved on April 21, 2017, from <https://academic.oup.com/pa/article-abstract/64/4/652/1594700/If-a-Charge-was-Brought-Against-a-Saintly>.
- VAN PEER, W. AND HAKEMULDER, J. (2006). *Encyclopedia of language & linguistics, second Edition*, volume 4, pp. 546-551. Oxford: Elsevier
- VICTORIA, W. (2014). *A style of his own: A rhetorical analysis of president barack Obama's inaugural addresses*. Under Graduate Research. Retrieved on April 18, 2017 from <http://digitalcommons.hollins.edu/researchawards/21>
- WAREING, S. (2004). *Language, society, and power*. New York: Routledge.
- ZHENG, S (2014). *A stylistic analysis on "I Have A Dream"*. China: Journal of Studies in Social Science.