

## Vocatives of Ferdinand E. Marcos in Philippine Newspaper Articles: Forms, Structures, Positions and Pragmatic Inferences

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### ABSTRACT

*This paper intends to provide details with regard to the forms, structures and positions of vocatives prevalently utilized by writers to address former President Ferdinand E. Marcos in news articles of the three leading Philippine newspapers (Philippine Daily Inquirer, The Philippine Star, and Manila Bulletin). A total of 90 news article samples were collected and pragmatically analyzed to answer the research questions at hand. Results revealed that Filipino news article writers favored the use of single- word and phrase forms of vocatives. As regards the vocatives structures, one – word noun (N) structure, Adj. + N + N, Det + Adj. + N, and Det + N phrasal structures are predominant in the top three dailies. Also, medial is the most preferred vocative position followed by initial then final position. Since vocatives have pragmatic implications, the employment of address forms (e.g. dictator, strongman, the author of Martial Law, and tyrant) to refer to Marcos suggests negativity as these terms indicate inappropriateness in the context of use. Consequently, it can be inferred that while writers' presentation of Marcos in their articles exhibits fairness, there is a general lack of sensitivity and awareness regarding the suitable usage of some vocatives in Philippine culture.*

### KEYWORDS

*vocatives; Philippine newspapers; Ferdinand E. Marcos; pragmatic implications*

### INTRODUCTION

Former Philippine President Ferdinand E. Marcos (henceforth, Marcos) became the country's blistering issue because of his sudden interment at the heroes' graveyard in 2016. Thousands of Filipinos across ages convened that flooded the nation with demonstrations and protests as manifestations of their rage and annoyance against his hasty burial. Relative thereto, the Philippine newspapers execute an indispensable part in the ongoing discourse about him. Newspapers, as mentioned by Williams (2003), do offer national topics to a wide spectrum of readers through true and/ or exaggerated portrayals of renowned national individuals, celebrities and events in the country..

Newspapers also present stories from their own angle. In this regard, these stories contain components or items that may be linguistically analyzed. In the Philippine context, newspapers utilize vocatives – honorifics or modes of address for political figures, especially in news articles – as one of their techniques for regulating people's personalities and behaviors. However, figuring out how to address an individual in any social dealings is typically a challenge for many. Consequently, this present study centered the spotlight to one of the Philippine presidents – the late president Ferdinand E. Marcos focusing on how

the Philippine newspaper writers portray him in news articles through their vocatives on him.

## **LITERATURE REVIEW**

Language and culture are inextricably linked. Address terms or forms, honorifics, or simply called vocatives, are one facet of language that is directly related to culture. To this day, vocatives have a home and are still of great interest among experts of various fields because they perform a vital role in various discourse platforms and in maintaining social relationships between and among people involved or individuals of a particular society. Accordingly, Braun (1988) underscored that the use of vocatives in one language is culturally specific.

Vocatives have been defined in various ways such as a category of social deixis (Keshavarz, 2001); words used to address somebody in oral and written activities (Dadmehr & Moghaddam, 2014); noun phrases (NPs) that refer to addressee (Huang, 2014); related to ‘address terms’ (Jefferson, 1973); forms of address (Brown & Gilman, 1960; Brown & Ford, 1961; Wood & Kroger, 1991).

Notably, vocatives take many forms: endearments (honey), kinship terms (Daddy), familiarizers (dude), first name familiarizers (Johnny), first name full form (John), title and surname (Mr. Smith), honorific (Sir), nickname (Speedy), and others (Biber et al., 1991). Personal names are frequently used as address forms in Persian and English cultures. There is a dominance in the use of first name (FN), last name (LN), first name and last name (FLN), and nicknames or maiden names to call each other. Despite the fact that last names (LN) are not generally employed by themselves in English, their use can be seen among men, particularly in the military and in British schools (Gramely & Patzold, 2003). Further, Braun (1988) also identified distinct sorts of vocatives or address phrases into pronoun, noun, and verb. He went on to say that vocatives could be descriptive terms, non-respectable terms (i.e., stupid, tyrant, or dammit), and greeting expressions such as hello and hi. Similarly, Mehrotra (1981) pointed out that honorifics are a usual feature of most oriental languages. Job title (JT), first name plus last name (FN+LN) or generic title plus first name plus last name (GT+FN+LN) are honorifics that convey courtesy, power and unity between two interlocutors.

Over the years, vocatives have been a chief subject of investigation. The research carried out by Keshavarz (2001) proposed that culture plays a role in vocative mood selection. He explained that this is due to the fact that persons in a given society uses different vocatives depending on their culture. Thus, cultural variations are revealed in his study. Hook (1984) also delved into vocatives and associated them to the “solidarity semantic of first- name calling”. He made an observation about the shift in American culture toward the use of first names (FNs). Accordingly, he offered a solidarity and power scale that included a variety of vocative formulations, ranging from title alone to differences of the title plus last name (title + LN), last name alone, first name alone, terms of endearment, and vice-versa, with greater power going from endearment term to title alone. Moreover, Oyetade’s (1995) study on vocatives usage discovered that Yorubans’ powerful status allow them to address a less powerful interlocutor with a name, but not the other way around. Brown and Gilman (1960) also discussed in their study the relation of vocatives to intimacy and power as two primary axes. Hence, a peculiarity of the American address system has been uncovered; that is, the distinction between the usage of first name (FN) as well as title and last name (TLN).

In relation to vocative positioning, Leech (1999) distinguished between the initial, medial, and final positions of a vocative in sentence level. He observed that calls are

inherently utterance- initiated. It is his argument also that an initial vocative is employed as a signal to determine the proper addressee, however, Biber et al. (1991) claimed that a final vocative functions in two ways: establishing the recipient's identity, and firming up social ties. Additionally, Leech's (1999) contention is on the possibility of placing vocatives in the final part of single words such as Yes, No, Goodbye, Hello, among others.

That being said, employment of vocatives is entirely pragmatic in nature; that is, the vocative form chosen serves as an indicator of either projected or supposed speaker's and listener's relationship. With regard to usage context, vocatives have also been investigated from a variety of angles. Vocatives are sensitive to the social environment of discourse (Brown and Gilman, 1960). In other words, the interpretation of any vocative forms is always attached to the context of use. This is a notion which Searle and Vanderveken (1985) support as they emphasized that a speaker's use of a particular vocative should be realistic in the context of the potential world.

However, while there are already several foreign studies conducted to scrutinize the use of vocatives in representing different languages and cultures, and despite the remarkable prevalence at present on the use of certain vocatives for politicians by Filipino writers of news articles, this is one linguistic aspect which is still underexplored in the Philippines. Thus, the researcher found it essential to investigate former president Marcos' vocatives used in news articles of the top three Philippine dailies with a view to finding out its embedded pragmatic implications vis-à-vis newspaper presentation on him.

The major aim of this paper was to look into the imperative vocatives' features through analyzing Marcos' vocatives used in news articles as well as its pragmatic inferences with respect to newspaper presentation about him in the Philippine context.

Specifically, its goal was the provision of answers to questions as follows:

1. What are the forms and structures of Ferdinand E. Marcos' vocatives predominantly employed in news articles in each of the top three Philippine dailies:
  - a. Philippine Daily Inquirer;
  - b. The Philippine Star; and
  - c. Manila Bulletin?
2. In what position in each sentence do these vocatives prevalently occur?
3. What are the pragmatic implications or inferences of the use of Marcos' vocatives to Philippine newspaper presentation about him?

### **Theoretical Framework**

The Linguistic Theory was used to guide this research, which looked at news articles about Marcos' burial in terms of observable discourse- sensitive linguistic features, such as vocatives. The vocatives' forms and structures were adapted from Quirk et al. (1985).

Further, this study was based on Brown and Yule's (1983) pragmatic principles. Pragmatics, they claim, has established itself as an area of linguistic enquiry concerning not only with language users, but also taking into account the context/s of utterances. Hence, any analytic approach to linguistics that includes contextual concerns must fall within the umbrella of pragmatics.

Moreover, Mey (2001) stated that the meaning of an utterance is incorporated in its context of use. A comparable utterance under two different settings, for example, could yield two varying interpretations. This was confirmed by the assertion of Leech and Short (1987) who both asserted that the premise behind pragmatically studying a language is that the meanings of utterances are found not only in the words and their structures, but also in how and where they are said. Thus, pragmatics investigates language from the user's perspective taking cognizance the utterances backgrounds.

## RESEARCH METHOD

This section presents and discusses the research corpus, research design and method of analysis.

### *Research Corpus*

The data used derives from the online editions of the Philippines' three (3) most widely circulated newspapers (Philippine Daily Inquirer, Philippine Star, and Manila Bulletin) according to Newspaper Web Ranking (2015). Since an action was taken by pragmatically analyzing the usage of Marcos' vocatives from these sources, the absence of participants was evident. Also, the internet editions of the news pieces were eventually meant for the general public's consumption; therefore, the publisher's consent was no longer sought. By and large, the study's subjects were the news stories/ articles about President Marcos' burial published in the entire month of November 2016. The texts collection and the list of the articles titles were completed to come up with 30 news articles from each of the samples, thus, a total of 90 news articles.

### *Research Design*

The descriptive- quantitative research design was employed at delving into the vocatives of Marcos commonly found in news articles across and within the three Philippine dailies.

### *Method of Analysis*

Codes for the newspaper articles such as PDI# 1 - PDI# 30 (Philippine Daily Inquirer); PS# 31 - PS# 60 (Philippine Star) and MB# 61 - MB# 90 (Manila Bulletin) were assigned to facilitate fast and smooth analysis. Since no news articles are of the same length, the normalization method was applied by just considering the first 300 words. The forms, structures, and sentence placements of vocatives used to address President Marcos were evaluated and classified in each news article. As a result, coded sections were counted and occurrence frequencies were converted into percentages. They were laid together in a table to show the overall number of each in the Philippine samples. Finally, a pragmatic scrutiny was also performed to infer the fairness and/or impartiality of such vocative usages.

## RESULTS AND DISCUSSION

This section thoroughly discusses the analyses and interpretations of the findings acquired in this study, which were organized according to the research's specific concerns and with the aid of the literatures and studies included in this study.

### *Common Forms of Marcos' Vocatives Employed in News Articles in each of the Top Three Dailies*

This section thoroughly discusses the analyses and interpretations of the findings acquired in this study

**Table 1.** Single-word vocatives for Marcos used in each of the top three dailies

Single-word Vocatives	Philippine Daily Inquirer		The Philippine Star		Manila Bulletin	
	F	%	F	%	F	%
Marcos	46	100.0	64	97.0	33	94.3
Ferdinand	0	0.0	2	3.0	0	0.0
FEM	0	0.0	0	0.0	2	5.7
<b>Total</b>	<b>46</b>	<b>100.0</b>	<b>66</b>	<b>100.0</b>	<b>35</b>	<b>100.0</b>

Vocatives used to address Marcos in the 90 news articles of three Philippine newspapers come in two forms: single- word and phrase. It can be gleaned in Table 1 that concerning single- word vocatives; *Marcos* recorded 100.0% in *Philippine Daily Inquirer*, 97.0% in *The Philippine Star*, and 94.3% in *Manila Bulletin*. Thus, it could be ascertained that the utilization of last name (LN) in (PDI# 6, PS# 41, and MB# 81) is determined to be the most frequent vocative in the three newspapers.

- PDI# 6* : **Marcos** was ousted in a largely peaceful People Power revolt in February 1986.
- PS# 41* : Seventy-six years ago on October 22, 1940, the Supreme Court itself convicted **Marcos** for an offense that may be judged as involving moral upitude.
- MB# 81* : When she first heard the news that **Marcos** would be buried that morning, she almost cried out of anger because the memories of the “dark times” started coming back.

It is followed by the use of the addressee’s first name (FN). Some Filipino news journalists also prefer *Ferdinand*, the late President’s given name, even without honorific titles before it (PS# 41). However, of the three dailies, this vocative is common only among *The Philippine Star* writers accounting for 3.0% of the total. Surprisingly, some *Manila Bulletin* writers employ the acronym (FEM) for the late President’s full name in (MB# 87), which documented 5.7%. In spite of the fact that this is fairly informal for a formal discourse, it nevertheless implies that the writer provides a role as an addressee to the person to whom he or she is referring, regardless of what social institution the addressee might be in, or what social relationship that the writer and the addressee have.

- PS# 41* : Nalundasan was the rival of **Ferdinand**’s father, congressman Mariano Marcos.
- MB# 87* : **FEM**’s only surviving sister, Fortuna Marcos- Barba, and widow, former first lady Imelda R. Marcos, are expected to lead each novena at 3:00 p.m. today in the Immaculate Conception Church in Batac City and is followed by a requiem masses at 4:00 p.m.
- MB# 87* : The first day of the prayer is done in **FEM**’s hometown, the Batac City, where the former president’s remain has been on display in a Mausoleum for nearly three decades

These findings validate Mizutani’s (1985) statement that putting the addressee’s name in the utterance demonstrates respect and love for the other person. It also displays the writer’s sympathy and regard for the recipient in order to sustain and fortify social ties (Biber et al., 1991). This, however, contradicts Oyetade’s (1995) contention that the use of FN and LN reflects a wide spectrum of emotions such as disgust.

**Table 2.** Phrasal vocatives for Marcos used in each of the top three dailies

Phrasal Vocatives	Philippine Daily Inquirer		The Philippine Star		Manila Bulletin	
	F	%	F	%	F	%
The Marcos	5	8.9	6	11.1	12	14.5
A dictator	1	1.8	0	0.0	0	0.0
The dictator	5	8.9	2	3.7	2	2.4
The late dictator	3	5.4	6	11.1	1	1.2
The former dictator	0	0.0	1	1.9	1	1.2

The late dictator Marcos	0	0.0	0	0.0	1	1.2
Dictator Ferdinand Marcos	8	14.3	2	3.7	0	0.0
The dictator Ferdinand Marcos	6	10.7	0	0.0	0	0.0
Late dictator Ferdinand Marcos	3	5.4	0	0.0	0	0.0
The late dictator Ferdinand Marcos	10	17.9	5	9.3	1	1.2
The former dictator Ferdinand Marcos	1	1.8	0	0.0	0	0.0
Former dictator Ferdinand Marcos	0	0.0	1	1.9	0	0.0
Ousted dictator Ferdinand Marcos	0	0.0	3	5.6	0	0.0
Deceased dictator Ferdinand Marcos	0	0.0	2	3.7	0	0.0
The ousted dictator	0	0.0	3	5.6	0	0.0
Philippine dictator Ferdinand Marcos	0	0.0	1	1.9	1	1.2
The late Philippine dictator Ferdinand Marcos	0	0.0	0	0.0	1	1.2
The former President	2	3.6	3	5.6	4	4.8
Former President Ferdinand Marcos	6	10.7	8	14.8	21	25.3
Former President Marcos	0	0.0	0	0.0	4	4.8
Former President	1	1.8	0	0.0	1	1.2
Former President Ferdinand Marcos Sr.	1	1.8	0	0.0	1	1.2
The late President	0	0.0	2	3.7	7	8.4
Ex- president Ferdinand Marcos	0	0.0	0	0.0	2	2.4
Late President Ferdinand Marcos	0	0.0	3	5.6	0	0.0
The late President Ferdinand Marcos	1	1.8	2	3.7	6	7.2
The late President Marcos	0	0.0	0	0.0	2	2.4
The late President Ferdinand Marcos Sr.	0	0.0	0	0.0	1	1.2
Late former President Ferdinand E. Marcos	0	0.0	0	0.0	1	1.2
The late ousted President Ferdinand E. Marcos	0	0.0	0	0.0	1	1.2
The late former President Ferdinand E. Marcos	0	0.0	0	0.0	1	1.2
Ousted Marcos	1	1.8	0	0.0	0	0.0
The late tyrant	1	1.8	0	0.0	0	0.0
The deposed tyrant	1	1.8	0	0.0	0	0.0
Late FM	0	0.0	0	0.0	1	1.2
Late FEM	0	0.0	0	0.0	1	1.2
The strongman	0	0.0	0	0.0	3	3.6
The late strongman	0	0.0	1	1.9	4	4.8
The former strongman	0	0.0	0	0.0	3	3.6
Late strongman Ferdinand Marcos	0	0.0	2	3.7	0	0.0
The late strongman Ferdinand Marcos	0	0.0	1	1.9	0	0.0
The author of Martial Law	0	0.0	0	0.0	1	1.2
<b>Total</b>	<b>56</b>	<b>100.0</b>	<b>54</b>	<b>100.0</b>	<b>83</b>	<b>100.0</b>

Table 2 lists the phrasal vocatives used in each of the top three Philippine newspapers. Out of the 90 sample news articles, 42 phrasal vocatives emerged. Hence, these manifest that Filipino writers' preference of vocatives is more of phrasal form.

On the other hand, Table 3 breaks down the 42 phrasal vocatives (found in Table 2) into the ten (10) most frequently used phrasal vocatives. In this view, *former President Ferdinand Marcos* is the phrase vocative favored by writers of *The Philippine Star* and *Manila Bulletin* while writers of *Philippine Daily Inquirer* preferred the vocative *the late dictator Ferdinand Marcos*.

**Table 3.** Summary of the top 10 phrasal vocatives used in each of the top three dailies

Phrasal Vocatives	Philippine Daily Inquirer	The Philippine Star	Manila Bulletin	Total
Former President Ferdinand Marcos	6	8	21	35
The Marcos	5	6	12	23
The late dictator Ferdinand Marcos	10	5	1	16
The late dictator	3	6	1	10
Dictator Ferdinand Marcos	8	2	0	10
The dictator	5	2	2	9
The late President	0	2	7	9
The former President	2	3	4	9
The late President Ferdinand Marcos	1	2	6	9
The dictator Ferdinand Marcos	6	0	0	6

It can be hinted that honorific and title vocatives make up the majority of phrasal vocatives used by Filipino writers. Most writers address Marcos with the title ‘President,’ such as *former President Ferdinand Marcos* as illustrated in the following excerpts.

- PDI# 7* : Media personnel and Marcos loyalists gather outside the Libingan ng mga Bayani just before the scheduled burial of **former president Ferdinand Marcos**.
- PS# 56* : Gov. Marcos acknowledged her father’s supporters and their wait of close to three decades to inter the remains of **former President Ferdinand Marcos**.
- MB# 74* : The government slammed the petition before the Supreme Court to cite in contempt of court the government officials involved in the hasty burial of **former President Ferdinand Marcos** at the Libingan ng mga Bayani on November 18.

There are also instances in which the title ‘dictator’ (e.g. *the late dictator Ferdinand Marcos, the late dictator, dictator Ferdinand Marcos, and the dictator Ferdinand Marcos*) is used as exemplified in PDI #2, PS #40, and MB #67.

- PDI# 2* : Despite President Duterte’s access to intelligence gathered by the state, the burial of **the dictator Ferdinand Marcos** at the Libingan ng mga Bayani on Nov. 18 went under his radar.
- PS# 40* : **The late dictator Ferdinand Marcos** was a former president, commander-in-chief, soldier and war veteran, and his ouster through people power did not take away his privilege to be buried at the Libingan ng mga Bayani, the Supreme Court (SC) ruled yesterday.
- MB# 67* : President Rodrigo Duterte has ordered the police and military to remain in camps as he allowed anti- Marcos groups to protest on the burial of **the late dictator Ferdinand Marcos**.

These findings corroborate Mehrotra’s (1981) avowal that incorporation of honorific words in an utterance is prevalent in a great number of eastern languages, as evidenced by Persian speakers’ use of honorifics and titles as address terms to project the presence of courtesy, power and cohesion in a conversation. Moreover, these convey a sense of respect and formality in speech.

### Common Structures of Marcos' Vocatives Employed in News Articles in Each of the Top Three Dailies

**Table 4.** Structure of single- word vocatives for Marcos used in each of the top three dailies

Structure of Single- word Vocatives	Top Three Philippine Newspapers					
	Philippine Daily Inquirer		The Philippine Star		Manila Bulletin	
	F	%	F	%	F	%
N	46	100.0	66	100.0	35	100.0
<b>Total</b>	<b>46</b>	<b>100.0</b>	<b>66</b>	<b>100.0</b>	<b>35</b>	<b>100.0</b>

**Legend:** N = Noun

The summary of the findings about the structure of single- word vocatives for Marcos in the three dailies is shown in Table 4. Interestingly, only one structure is underscored, that is, *N* (noun) which recorded 66 (100.0%) in *The Philippine Star*, 46 (100.0%) in *Philippine Daily Inquirer*, and 35 (100.0%) in *Manila Bulletin*. This is something in common among the three newspapers. Generally, they prefer nouns, proper nouns in particular (e.g. Marcos, Ferdinand, and FEM).

This finding supports Gramely and Patzold's (2003) claim about the forms and structure of address terms, one of which is *one- word noun*. This is also in harmony with Braun's (1988) vocative classifications such as *noun* which is basically a word that can be used to refer or address a specific person. Moreover, the prevalence of proper nouns as form of address (Suzuki, 1973) such as first name, last name and an acronym of a person's name is also observed among Filipino writers. This result is further confirmed by a widespread view that vocative is a noun form (Huang, 2014).

Analyses center also on the structure of phrasal vocatives (Quirk et al., 1985) as displayed in Table 5. Evidently, the use of *Adj. + N + N* (e. g. *former President Marcos*) and *Det + Adj. + N* (e.g. *the late dictator, the former dictator, the former president, the late tyrant, the deposed tyrant, the late strongman, the former strongman*), respectively, emerged as the most prevailing phrasal structures of vocatives in the three newspapers.

**Table 5.** Structure of phrasal vocatives for Marcos used in each of the top three dailies

Structure of Phrasal Vocatives	Top Three Philippine Newspapers					
	Philippine Daily Inquirer		The Philippine Star		Manila Bulletin	
	F	%	F	%	F	%
Det + N	11	19.6	8	14.8	17	20.5
Det + Adj. + N	13	23.2	16	29.6	22	26.5
Adj. + N	10	17.9	2	3.7	4	4.8
Adj. + N + N	10	17.9	20	37.0	26	31.3
Det + Adj. N + N	12	21.4	8	14.8	9	10.8
Det + Adj. + Adj. + N + N	0	0.0	0	0.0	3	3.6
Adj. + Adj. + N + N	0	0.0	0	0.0	1	1.2
Det + N + Prep + N	0	0.0	0	0.0	1	1.2
<b>Total</b>	<b>56</b>	<b>100.0</b>	<b>54</b>	<b>99.9</b>	<b>83</b>	<b>99.9</b>

**Legend:** N = Noun                      Det = Determiner (Articles 'the' and 'a')  
 Adj. = Adjective                      Prep = Preposition

It can be observed that the phrasal structures *Det + N* such as *the Marcos, a dictator, the dictator*, and *the strongman* and *Det + Adj. + N + N* such as *the late dictator Marcos*,

the late President Ferdinand Marcos, and the late strongman Ferdinand Marcos are being employed by the writers. Whereas, *Adj. + Adj. + N + N* (e.g. *late former President Ferdinand Marcos*) and *Det + N+ Prep + N* (e.g. *the author of Martial Law*) landed the least ones.

As exemplified in the aforementioned samples, there are interesting specific linguistic aspects about them. Their morphological order in each phrase as one can grasp varies from one newspaper to another. News article writers, therefore, have a preference of using descriptive phrases such as the use of adjectives (e.g. *late, former, ousted, deceased, and deposed*). Furthermore, the discussion supported the notion that vocatives appear frequently with definite articles (e.g., ‘the’) in Oriental languages (Mehrotra, 1981), for instance, in Philippine English variety.

In the Philippines, it is highly favored by writers to use a definite article when addressing former President Marcos. This backs up Schaden’s (2009) findings, which show that the definite article is also apparent in a French setting. Equally significant to note, Filipino writers also standardly utilized the definite article with proper names, which is obvious even in dialects (Schaden, 2009).

### **Vocative Position in the Corpus**

In terms of vocative positioning, there also linguistic traits worth noticing. Table 6 illustrates the distribution of vocatives as regards their position in each sentence in the 90 news articles of the top three Philippine dailies.

**Table 6.** Distribution of the vocative position in each sentence

Position in each sentence	Top Three Philippine Newspapers					
	Philippine Daily Inquirer		The Philippine Star		Manila Bulletin	
	F	%	F	%	F	%
Initial	6	5.9	4	3.3	11	8.9
Medial	93	92.1	112	93.3	108	87.1
Final	2	2.0	4	3.3	5	4.0
Stand Alone	0	0.0	0	0.0	0	0.0
<b>Total</b>	<b>101</b>	<b>100.0</b>	<b>120</b>	<b>99.9</b>	<b>124</b>	<b>100.0</b>

Based on the corpus, results revealed that the medial position (PDI – 92.1%; PS – 93.3%; and MB – 87.1%) was the most predominant and the initial position (PDI- 5.9%; PS – 3.3%; and MB – 8.9%) was the second, while the final position (used only by 4.0% of MB writers) and the stand-alone position (no one use), respectively, were least preferred by the writers. This pattern is in contrast with Leech’s (1999) observation. According to him, final position outranked the other positions. It both ratifies and contradicts Shiina’s (2002) findings because in her data, the topmost option is the medial position followed by final position. Some instances of the three types of positioning are presented below (vocatives are written in bold).

#### **Medial Vocatives**

*PDI# 15* : Protests erupted in various parts of the country following the secrecy-shrouded burial of **the deposed tyrant** at the heroes’ cemetery in Manila, even as an appeal on the Supreme Court’s ruling allowing the interment was still being readied under court rules.

*PS# 41* : Charged with murder were Mariano, his brother Pio, their brother-in-law Quirino Lizardo, and **Ferdinand**, then an 18- year-old University

- of the Philippines student and, by various accounts, a sharpshooter.
- MB# 73* : In Lima, Peru, President Duterte stood pat on his decision to allow the burial of **the former strongman** at the LNMB and urged the victims of martial law to learn to forgive.

The examples stated above show that the writers placed the vocatives in the middle position in between two short and/ or long phrases. In contrast, below are some cases of vocatives positioned in the initial of the sentences.

### **Initial Vocatives**

- PDI# 5* : **The dictator**'s son and namesake, former Sen. Ferdinand "Bongbong" Marcos Jr., thanked the high court for taking "a magnanimous act to uphold the rule of law" and expressed his gratitude to Mr. Duterte.
- PS# 55* : **Marcos** remains were interred at the Libingan on November 18 in a surprise burial that sparked outrage among human rights advocates and victims of Martial Law.
- MB# 62* : **Former President Marcos** laid to rest at LNMB in private soldier's burial ceremony.

Noticeably, the provided examples prove that writers employ initial vocatives to commence their utterances; that is, vocatives are stated first prior to delivering the rest of their declarations. It is done primarily to capture the recipient's and listener's attention. This substantiates Leech's (1999) suggestion that vocatives positioned at the start aid in stimulating attention and in hinting for locating the correct recipient.

### **Final Vocatives**

- PDI# 2* : It has been very clear that insofar as the President is concerned, he wanted that kind of burial for **the former President**.
- PS# 47* : The court said political acts of the people do not necessarily have legal meaning despite their political consequences, such as the ouster of **Marcos**.
- MB# 81* : A retired Philippine Science High School history teacher, she was there as one of the many Martial Law victims and many citizens who all expressed surprise and disappointment on the "surprise burial" of **the former dictator**.

It can be discerned that writers offer brief and/ or long phrases or details about Marcos before stating the vocative at the end of the sentence. This verifies that a final vocative has two functions: establishing the recipient's identity, and firming up social ties (Quirk et al., 1985; Biber et al., 1991).

Additionally, since Filipinos are known for writing long and complex sentences, instances in which vocatives are present in two positions in a single sentence, such as *initial – medial* (MB# 80), *medial- final* (PS# 48), and *initial- final* (MB# 83), are also highlighted.

### **Initial – Medial Positions**

- MB# 80* : **Marcos**' widow Imelda, clad in black, thanked supporters and local officials who traveled by at least 30 buses from **Marcos**' northern home province of Ilocos Norte to pay their respects.

### **Medial – Final Positions**

*PS# 48* : On Nov. 8, the Supreme Court voted 9-5 to allow a Libingan burial for **Marcos**, saying President Duterte committed no abuse of discretion when he ordered a heroes' burial for **the dictator**

### **Initial – Final Positions**

*MB# 83* : **Former President Ferdinand Marcos** was finally buried at the Libingan ng mga Bayani (LNMB) in Taguig City Friday noon in a ceremony kept confidential from the public, drawing outrage from Vice President Leni Robredo, lawmakers, and other critics of **the former strongman**.

### **Pragmatic Implications of the Forms, Structures and Positioning of Marcos' Vocatives**

Vocatives (address terms) are potentially valuable resources for representing various cultures and languages. In this regard, while some details of the findings vis-à-vis vocatives were reasonably discussed at the earlier part of this section, at this point, the analysis of address terms went deeper by approaching them from an essentially pragmatic standpoint. Hence, the pragmatic implications were recounted as follows:

As regards the forms of Marcos' vocatives, it is found out that Philippine newspapers are fond of using *one- word* and *phrases*. The prevalence of single- word form vocatives such as *Marcos*, *Ferdinand*, and *FEM* is an implication of Filipino writers' preference on the utilization of last name (LN), first name (FN), and acronym of full name. However, in the context of the Philippines, the usage of last name and first name as default forms of vocatives would mean differently depending on the relationship of the interlocutors. Generally, the greater the socioeconomic divide that the addressor and the addressee has, the formal form of address will almost certainly be used by the subordinate addressor. The conversers in this case, for instance, are the writer and the former Philippine President (Marcos). As a result, since the President is superior to the writer, it is expected that the writer shuns using the President's last name to avoid appearing disrespectful. It is far more impolite for a writer to address the President by his first name (FN), especially when they are not of equal social status or rank. Additionally, FN is typically utilized in informal situations to symbolize an intimate bond between users.

However, in news articles that are formal in nature, it depicts that writers who use such form of vocatives breaks up this norm. These vocatives likewise exemplify that the use of proper names (e.g. FN and LN) are preferred when the addressor downgrades or equalizes a specific addressee rather than uplifting him or her. This is supported by Oyetade's (1995) and Hook's (1984) claim in Yoruba context. They discovered that a Yoruban speaker with a powerful rank can address a subordinate by name, but this does not apply to a subordinate toward a superior. The writers, on the other hand, contradicted this notion because the writers of lower rank (subordinates) addressed the addressee (Marcos) of higher rank (superior) with *FN* and the *LN* vocatives. It entails that rank, position in the organization, and prestige of an individual are good predictors of formality for these are well- established criteria in deciding how to address someone. These are the most typical address forms used by subordinates when addressing a superior. Nonetheless, these are considerations that writers failed to ponder in their presentation of Marcos' vocatives, particularly given the fact that Filipinos are known for their cultural kindness and politeness. Thus, both spoken and written discourses should reflect these values and attitudes.

Data investigation also indicates that noun (N) is the common structure of one- word vocatives. This suggests that the use of proper nouns is a unique feature among Filipino writers. This structure can be used to show either courtesy or insult (Gramely and Patzold (2003). In terms of pragmatics, the results reveal that it is a manifestation of an affront particularly on the part of the former President. It indicates that Filipino writers should remember to factor in the distance between themselves and their addressee (Marcos).

Moreover, phrasal forms of vocatives express that news article writers reflect the ability to integrate other words apart from the proper name (last name and/or first name) of the former President. These forms also established its structures, with the use of determiners (articles), adjectives, and prepositions being highly common. However, the employment of phrasal vocatives seems entirely pragmatically accustomed because it tells us about the relationship of the speaker and the hearer/ addressee. Recalling the samples of phrasal vocatives, it can be pointed out that aside from the first name (Ferdinand) and/ or the last name of the addressee (Marcos), there are descriptive words added before them. Adjectives such as *former*, *late*, *ousted*, *deceased*, and *deposed* are favored by the writers. Also, titles and honorifics (e.g. *President*, *dictator*, *strongman*, *Martial Law Author*, and *tyrant*) come after these adjective words.

Remarkably, vocative form preference is a clear indicator of interpersonal bonds. In the Philippines where democratic is the norm, addressing the highest man in the country as President is only natural. Since Ferdinand E. Marcos was once a Philippine President, writers who used the honorifics ‘President’ and ‘the former/ the late President’ are very relevant and applicable. However, when it comes to the country’s perspective, the use of certain titles and honorifics to refer to former President Marcos is problematic. Titles such as *dictator*, *strongman*, *Martial Law Author*, and *tyrant* are generally expressing the writers’ emotions, attitudes and mental processes towards the recipient. Occurrences of these title vocatives connote the formation of power interplay among interlocutors. While other hierarchical relationships, such as a writer and a past President of the country, can be recognized, the propriety of titles to address the latter should also be in accordance to the context in which the vocatives are employed. Thus, the term *dictator* is deemed inappropriate as the Philippine government is not and has never been dictatorial.

Similarly, *a politician or leader who uses violence or threats* is referred to as a *strongman* (Merriam Dictionary). The association of this title to Marcos may be owing to the country’s experience with martial law during his reign. The writers may have used it because of the cruelty and brutality that people have suffered throughout history. Consequently, it conveys the impression that it is also unsuitable in our context as it signifies a revolutionary mindset. It does not sound discourteous in and of itself, but is offensive since it is not accepted in the Philippines, as its meaning implies.

Correspondingly, the expression *tyrant* appears to connote negativity. It is a dictator who wields total power over a country and is ruthless and unjust (Merriam Dictionary). *Tyrant* is a quality noun having a scalar element and writer- oriented emotive content, similar to *dictator* and *strongman* (Milner, 1978; Schlenker, 2007). It is also regarded a non- respectable term in the country because it is a prohibited term that is used in colloquial and informal situations, and even more so in formal circumstances. This vocative suggests the idea that communities and cultures may have different notions of hierarchy and respect. Reviewing Philippine history; while some Filipinos believe the nation suffered under an authoritarian government, history shows that it never changed and is still democratic to this day. Hence, it is a vocative that carries heavy loads of disrespect and is easy to discriminate. At some point, vocatives like *dictator*, *strongman*, *Martial Law Author*, and *tyrant* become pragmatically abusive and rude. These do not conform to Searle

and Vanderveken's (1985) claim that speakers' (writers') use of a certain word should be real and actual in the context of the interlocutors. Therefore, the three newspapers (PDI, The Philippine Star, and Manila Bulletin) project an image of impartiality in their presentation of Marcos.

It is also worthy to note that positioning in the sentences of Marcos' vocatives mirrors pragmatic inferences. Results show that Filipino writers prefer middle position, followed by the initial position, then final position and finally, the stand-alone position. It can be implied that when writers apply the medial position, a vocative to address Marcos is inserted between two statements. The vocative, therefore, collaborates with the statements placed before and after it. Another implication is that an initial vocative is used by writers in initiating a discourse as well as in enticing the addressee's attention followed by giving pieces of information. When the vocative is in the final position, it is not used as a call, but rather as a means for the speaker to keep contact with the addressee. Analysis divulged that traditional address terms are being utilized in sustaining normal relations of the writer and the addressee (former President Marcos), but that there is also a vocative shift from conventional to non-conventional forms, or worse, to non-respectable or derogatory terms which are inappropriate for the Philippines along this one.

In spite of the fact that newspapers used various languages with distinct characteristics for the purposes of readers' persuasion and influence, it should be noted that while pragmatics claims that the print media's portrayal of Marcos has misbalance, still, ideology, as defined by Taiwo (2007), has three faces: religion; politics and economics; as well as sociology, and it encompasses a person's behavior, customs and traditions that identify him or her. There through, no news article can be considered ideologically neutral, transparent or innocent. Interpretations of whether the print media, newspapers in particular, are balanced, fair or biased in their presentations of Marcos are subjective, since the ideologies of the Filipino writers are reflect their views that greatly affect the forms and structures of vocatives they use to address the former President in their news articles.

## **CONCLUSION**

The purpose of this study was to discern more about the nature of vocatives, specifically the pragmatic implications entrenched in the usage and positioning of Marcos' vocatives in news articles from three of the country's most prominent newspapers (Philippine Daily Inquirer, The Philippine Star, and Manila Bulletin).

The following conclusions can be drawn from the pragmatic and practical analyses: First, Filipino news article writers favored the use of single-word and phrase forms of vocatives. Second, as regards the vocatives structures, one-word noun (N) structure and Adj. + N + N, Det + Adj. + N, and Det + N phrasal structures are predominant in the three top newspapers. Third, writers prefer the medial vocative position, which is followed by the initial and final positions. Analysis shows that vocatives can be presented in multiple positions, either initial, medial, final, initial-medial, medial-final, or initial-final. Therefore, further studies regarding positioning of vocatives should be conducted to investigate whether vocatives do exist also in all positions (initial-medial-final) within a sentence. Fourth, in terms of pragmatic implications on the way they present Marcos in their news articles through the vocatives they use for him, by examination, results reveal that majority of them still acknowledge him as the former President of the Philippine Republic which is highly relevant and applicable in the country. Nonetheless, the utilization of vocatives such as dictator, strongman, the author of Martial Law, and tyrant practically imply inappropriateness and unsuitability since these address forms communicate emotive effects (e.g. disrespect and impoliteness) toward the addressee

(Marcos). Moreover, the writers' choice of first name (FN), last name (LN) and acronym of full name as ways to address Marcos suggests certain impact on their interpersonal relationship. The researcher found the same pattern in all the news articles: writers with less power purposefully used more vocatives to gain influence over the addressee. Despite the truth that these are not the only options of forms and structures to choose from, the high frequency of such contributes to the seemingly changes in the relationship between the interlocutors. It should be underscored, however, that diverse address terms are customarily motivated by specific discourse contexts and sociolinguistic conditions. Furthermore, for a more fitting application, one must be sensitive to both types of contexts. We should evaluate the language- and culture- specific dichotomy controlling the right employment of forms of address as we are led to recognize the universal propensity of address terms to reflect power and solidarity across cultures.

Given the constraints of the data included in this study, the use of a vocative may not be sufficient as it is just one aspect of deducing whether or not the newspaper writers are pragmatically fair; nonetheless, it is strong as an implication because seeking holistic answers demands broader scope. Thus, in light of the new insights offered, further investigation of a larger corpora is needed to pay explicit attention to concrete situations and specific uses of vocatives and to provide additional evidence to validate the findings of this study. The inclusion of the newspaper writers, themselves, in the study could validate also the present findings.

Finally, other genres such as editorials, reports, commentaries, theses, dissertations, legal discourse, and others texts should be utilized as corpora to explore other aspects and grasp the essence of using address terms using other approaches and frameworks such as Brown and Levinson's (1983) politeness theory.

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