

Social Identity Construction: Rhetorical and Discursive

Analysis of Filipino Vlogs

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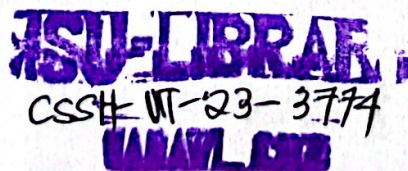
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ABSTRACT

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Social identity is a very crucial part of every individual. Meanwhile, vlogs have become a very influential channel for presenting oneself. With that, understanding how social identity can be constructed through this way is relevant. In vlogs, vloggers are free to exercise their creative license, and these includes their careful used of persuasive devices or techniques. This paper falls under the descriptive qualitative type of research. The main purpose of this study was to identify or determine the different rhetorical devices, and discursive strategies used in vlogs, as well as the social identity constructions of the 10 Filipino vloggers. Findings showed that there are 10 rhetorical devices that are used by the vloggers. The most commonly used were anaphora and epizeuxis, followed by hyperbole, epistrophe, antanagogue, and allusion. Next to that were the rhetorical question, enumeratio, and pleonasm. And, the least commonly used was the metaphor. On the other hand, the five discursive strategies formulated by Wodak was also presented in vlogs. On the part of social identity constructions, and following the three processes of social identity, five social identity constructions were formed, and these are: male/female representation, ethnic association, geographical implication, vlogging as a career, and vlogging as an informal advertisements. Furthermore, this study showed that rhetorical devices along with discursive strategies are not only common in writing, or in written text and in political speeches, but in vlogs as well. Hence, this study sees social identity as a social construct.

Keywords: *Discursive strategies, Rhetorical Devices, Social Identity Construction, and Vlogs*