



UNIVERSITY OF THE PHILIPPINES

Bachelor of Arts in Broadcast Communication

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*Bloggin' la vida Mocha: A Digital Rhetorical Analysis of the Mocha Uson Blog*

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Date of Submission

May 2019

Thesis Classification:

F

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BLOGGIN' LA VIDA MOCHA: A DIGITAL RHETORICAL ANALYSIS OF THE  
MOCHA USON BLOG

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Submitted to the

COLLEGE OF MASS COMMUNICATION

University of the Philippines Diliman

In partial fulfillment of the requirements

for the degree of

BACHELOR OF ARTS IN BROADCAST COMMUNICATION

May 2019

BLOGGIN' LA VIDA MOCHA: A DIGITAL RHETORICAL ANALYSIS OF THE  
MOCHA USON BLOG

by  
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## ACKNOWLEDGEMENTS

The completion of this thesis would not have been possible without the help, guidance, and inspiration provided by everyone through this journey.

Lord God, I am eternally grateful for You always listening to and answering my prayers. Thank you for giving me strength to push through despite the challenges I have faced in the duration of my writing.

Mommy, I never knew I would be able to finish this thesis, but I am thankful for having a mother who never stopped believing in me, especially during times that I stopped believing in myself. Thank you always supporting me in my life endeavors.

Ishie, thank you for being my support system in days and nights that I started doubting myself and my abilities to finish this thesis, and also, for constantly providing milktea in order to keep me awake and energized on my all-nighter sessions.

UP Broad Ass, especially 2k15 and Lilay, my home for four years, I have nothing but gratitude for pushing my limits and for teaching me that there's more to life beyond the four walls of the classroom, and for giving me opportunities to grow and learn with the most passionate and creative people.

My babies, 2k18 and 2k18.5, you are my source of pride and joy. Thank you for allowing me to be part of your growth as students and as future media practitioners. I will forever cherish creating memories with you, and I am looking forward to creating more.

My college professors, thank you for letting me see the world a little more differently than how I saw it four years ago. Thank you for opening my eyes to see that

the world needs to see more people willing to contribute in order to change the status quo and inspiring me to contribute as much as I could, and I will take this as a challenge as I enter the *real world*.

Ma'am Jane, my thesis adviser, thank you for never giving up on me and my thesis. I know it took a little longer than expected, but I am thankful that you have guided me through it all, and I admire your perseverance to help, not only me, but all your advisees, in finishing our theses. I will always treasure everything I learned from your performance and directing classes, and our consultation sessions, for they have a special place in my heart.

Jian, I am blessed to have you, someone who believes in me more than I believe in myself. Thank you for being there during the worst of my lows and loving me still despite all these. I am excited to see what else the world has in store for us. To more challenges ahead.

To everyone who supported me in this journey, thank you.

## DEDICATION

To every Filipino  
who was promised change  
with every new governance

## ABSTRACT

Cruz, K. L. (2019). *Bloggin' la vida Mocha: A Digital Rhetorical Analysis of the Mocha Uson Blog*, Unpublished Undergraduate Thesis, University of the Philippines College of Mass Communication

The Mocha Uson Blog has utilized the pervasive nature and power of social media, particularly Facebook, during the 2016 Philippine Presidential Elections by creating and sharing politically-charged content to support then-candidate Rodrigo Duterte. With this in mind, one could wonder how it conveyed its persuasive message and content to its audience to help campaign for Duterte. In this study, the researcher presents the rhetoric of the Mocha Uson Blog towards the Duterte 2016 presidential candidacy.

Using select posts from the Mocha Uson Blog for the election season of 2016 (February 9 to May 7, 2016), the researcher evaluated the content of said posts through digital rhetorical analysis using the lens of Eyman's Canons of Digital Rhetoric, Aguirre's New Typology of Social Media Usage, Rhetorical Appeals, and Visual Rhetoric. The researcher uncovered that the Mocha Uson Blog's rhetoric towards Duterte's presidential candidacy was to present him as a competent fellow Filipino who will bring about the masses' desired positive change - a *kapwa* who will bring *Tunay na Pagbabago*.

*keywords: Mocha Uson Blog, digital rhetoric, social media campaigning, visual rhetoric, rhetorical appeals*

## ABSTRAKT

Cruz, K. L. (2019). Bloggin' la vida Mocha: A Digital Rhetorical Analysis of the Mocha Uson Blog, Unpublished Undergraduate Thesis, University of the Philippines College of Mass Communication

Ang impluwensiya at kakahayan ng social media na magpalaganap ng impormasyon ay makikitang ginamit ng Mocha Uson Blog, lalo na noong nakaraang eleksyon 2016, sa pamamagitan ng pag-gawa at pagshe-*share* ng kontent na politikal para magbigay suporta sa noo'y kandidato na si Rodrigo Duterte. Dahil dito, palaisipan kung paano nanghikayat ang page na ito para suportahan ang kampanya ni Duterte. Kaya naman, sa pag-aaral na ito, nais ng mananaliksik na ipakita ang retorika ng Mocha Uson Blog sa kandidatura ni Duterte sa pagka-pangulo noong 2016.

Gamit ang ilang piling post mula sa Mocha Uson Blog noong nakaraang eleksyon 2016 (Pebrero 9 hanggang Mayo 7, 2016), sinuri ng mananaliksik ang nilalaman ng mga post sa pamamagitan ng *digital rhetorical analysis* gamit ang Eyman's Canons of Digital Rhetoric, Aguirre's New Typology of Social Media Usage, Rhetorical Appeals, at Visual Rhetoric. Naungkat ng mananaliksik na ang retorika ng Mocha Uson Blog sa kandidatura ni Duterte ay ang ipakita siya bilang isang mahusay na kapwa Pilipino na magdadala ng inaasam na pagbabago ng madla - isang kapwa na magdadala ng Tunay na Pagbabago.

*keywords: Mocha Uson Blog, digital rhetoric, social media campaigning, visual rhetoric, rhetorical appeals*

## TABLE OF CONTENTS

	page
Title Page	i
Approval Sheet	ii
Biographical Data	iii
Acknowledgements	iv
Dedication	vi
Abstract	vii
Table of Contents	ix
List of Tables	xii
List of Figure	xiii
I. Introduction	1
A. Background of the Study	1
B. Statement of the Problem and Objectives	5
C. Significance of the Study	6
D. Scope and Limitations	7
II. Review of Related Literature	
A. The History of Social Media Utilization in the Political Landscape	9
B. The Proliferation and Influence of Political Blogs	12
C. Rhetoric and Rhetorical Analysis	13
D. The Filipino Social Psychology	15

III. Framework	
A. From Classical to Digital Rhetoric	18
B. Visual Rhetoric	22
C. New Typology of Social Media Usage	24
IV. Methodology	26
A. Research Design	26
B. Data Gathering Procedure	26
C. Units of Analysis and of Observation	27
D. Sampling	27
E. Method	28
F. Concepts and Indicators	28
G. Data Analysis Procedure	32
V. Results and Discussion	34
A. The Rhetoric of Images, Videos, and Text	34
B. The Rhetoric of Language	44
C. The Rhetoric of Endorsers	47
D. The Rhetoric of the masses' Support for Duterte	52
E. The Rhetoric of Biased Media	56
F. The Rhetoric of Antagonizing the Government and Other Politicians	58
G. The Rhetoric of Duterte's Filipinoness	61
VI. Summary and Conclusion	66
VII. Implications and Recommendation	68

Bibliography

Appendices

- A. Links of Politically-Charged Posts and their Engagements  
from the Mocha Uson Blog
- B. Transcriptions of Videos and their Caption and  
Compilation of Posts and their Caption on the  
Mocha Uson Blog
- C. Individual Analysis Table
- D. General Analysis Table



**LIST OF TABLES**

<b>Table No.</b>	<b>Title</b>	<b>Page</b>
1	The Canons of Rhetoric in Classical and Digital Rhetoric	20

## LIST OF FIGURES

<b>Figure No.</b>	<b>Title</b>	<b>Page</b>
1	Text as image post on the Mocha Uson Blog on who to support for VP race	34
2	Text as image post on the said Fake Survey results	35
3	Duterte's statement on Karen Davila	36
4	Uson's take on the Media Blackout on Duterte	36
5	Image containing drugs, money, police, and suspects from a drug raid, but image was taken from a different event as shown on the caption	37
6	A collage posted on the Mocha Uson Blog that shows two angles from the same campaign sortie	38
7	A senior citizen in need of government's support	38
8	Roxas' celebrity supporters in comparison to Duterte's supporters	39
9	Crowd of supporters in Duterte's Hong Kong rally versus Roxas'	39
10	Duterte's campaign in Dagupan	41
11	Seika's video antagonizing Trillanes and ABS-CBN	41
12	Uson interviews Cayetano	42
13	Duterte tells the story of a kidnapping incident in 1989	42
14	Duterte and Cayetano give advice to Tondo residents	43
15	Duterte's campaign coverage in Cebu	45

16	A post that calls for Trillanes' resignation with #ResignTrillanes	46
17	Preview of the video with Cesar Montano promoting Duterte	47
18	Preview of the video of Robin Padilla in the Hong Kong rally	48
19	Mocha Girls in Duterte rally in Bacolod	49
20	Mocha Girls in Caloocan campaign rally	50
21	Moymoy Palaboy duo on Seika music video embedded on the video for Trillanes	50
22	Bro. Eddie Villanueva praying over Duterte	51
23	Preview of video with Sheryl Cruz not supporting Poe's candidacy	51
24	Duterte-Cayetano motorcade in Pasay	53
25	Duterte's campaign rally in Tagbilaran and Ubay, Bohol, and in Hong Kong	53
26	Supporters in a campaign rally wearing various Duterte- branded articles of clothing	54
27	Mocha Girls and the attendees of the rally posing with closed/clenched fist	55
28	Duterte, Uson, and the Mocha Girls posing with closed/clenched fist	55
29	Image posted on the Mocha Uson Blog with Tayo ang Media ni Duterte logo	57

30	Edited ABS-CBN logo placed at the end of Seika's video on biased media	57
31	Open letter to CHR and Gabriella	59
32	Duterte's masa and Roxas' <i>bayarang artista</i>	60
33	Attendees of Duterte and Roxas' campaign rallies in Hongkong	60
34	Grace Poe lighting a candle and praying in a church with media people surrounding her	61
35	Duterte merchandise with the Philippine flag	62
36	Duterte 2016 banner and Philippine flag on the Cebu campaign rally coverage	62
37	Surveillance cameras and CCTVs monitoring in Davao	64

# CHAPTER 1

## INTRODUCTION

### A. BACKGROUND OF THE STUDY

Social media has now become a primary source of online news and information to many (Martin, 2018). On top of that, it has also become a vehicle for compelling citizen-initiated content to thrive (Beetham, 2012; Gibson, 2015) such as the Mocha Uson Blog.

In this study, the researcher delved into the rhetoric of the Mocha Uson Blog on then-candidate's Rodrigo Duterte's 2016 presidential candidacy.

#### *From Traditional Media to Social Media*

For years, traditional media (newspaper, radio, and television) has provided a trusted network of information to its audience (Noble, 2014). However, the advent of online networking platforms has slowly affected this dynamic. In a study by Stephen and Galak (2010), they pointed out that the effect of social media has become evident because it is more accessible and appears more often on people's screen versus traditional media, which may have a stronger impact but is too infrequently seen by people. With this, the rise of consumer-generated content on social media and other online platforms such as blogs have slowly been shaping the way news is received and shared (Mangold & Faulds, 2009)

Weblogs, popularly known as blogs, are personal accounts of individuals regarding various matters ranging from day-to-day activities to opinion-based write-ups on social issues (Xu & Farkas, 2008). However, through time, blogs have transitioned to the newsroom format, as it started hiring editors, and has now become involved into

manners and matters of professional journalism (Stoller, 2007; Strupp, 2008, as cited in Meraz, 2009).

With the continuous and exponential growth of the blogging community, Meraz (2009) said that power in media has been redistributed from traditional news sources to citizen media. As a result, even traditional media newsrooms have adapted the workings of social media, by having newsroom blogs of their own (Meraz, 2008, as cited in Meraz 2009). With this, the relationship between traditional media and social media has never been more inseparable as these two influence each other in different aspects (Bruhn, Schoenmueller, & Schäfer, 2012; Sanderson, 2010). Broadcast news, broadsheets, and tabloids all have social media pages nowadays, especially on Facebook.

As the biggest and most popular social media application with around 1.59 billion monthly active users (as of December 2018), Facebook has become a primary channel of communication amongst businesses, advertisers, and even news sites (Small Business Trends LLC, 2018). With this growth came efforts to make it even more accessible like the Free Facebook initiative launched in the Philippines in 2013, the online networking giant's social footprint has just become even bigger (Swearingen, 2018a) but with it, came issues on abuse of access.

Swearingen (2018b) discussed an experiment on six countries which split Facebook content into two separate streams - one stream with posts that are created by friends, and one with posts that are made only by media publishers. In this experiment, it was concluded that fake news and disinformation proliferated easier in this set-up, because when people choose to only see pages that pique their interests and agree with their values, there is a greater chance for propaganda to spread.

*The Mocha Uson Blog and Blogging as a Rhetorical Act*

The ubiquity of the internet and social media has given rise to citizen-initiated content (e.g. blogs and pages) and internet personalities. Esther Margaux “Mocha” Uson, a supporter of then-presidential candidate Rodrigo Duterte, has been one of them.

Since the late 2000s until recently, Uson was a part of a popular all-female singing and dancing group, the Mocha Girls (Mocha Girls, 2016). Aside from this, Uson also ran an online blog which featured sensitive content such as sex advices, and pro-sex education articles geared towards supporting causes such as Breast Cancer Awareness and the then-Reproductive Health Bill (Carpio, 2016). However, in 2016, Uson’s political posts, especially the ones related to then-candidate Rodrigo Duterte, started gaining more traction. With a quick search, it could be seen how from averaging at around 6,000 engagements pre-political posts, the Mocha Uson Blog started gaining approximately around 34,000 engagements when it started posting political content.

However, with her increasing popularity in social media through her political content, she started becoming linked to the issues of trolling and fake news. Trolling (as Bishop, 2014; Burroughs, 2013, as cited in Cabañes & Cornelio, 2017) is a product of two distinct ideas: political trolling, that yields to negative publicity towards a candidate, and online trolling, a practice which aims to generate a reaction by means of posting provocative or offensive content.

In 2016, Duterte's supporters, like Uson, have been linked to the rise of trolls, as they defended him against his critics, and their attacks on traditional mainstream media (TMM) journalists for being biased and corrupt (Cabañes & Cornelio, 2017). In

Bradshaw and Howard's study on trolls (2017), they said that the government pays \$200,000 (roughly 10 million pesos) for online trolls, an allegation that the Philippine government under Duterte denied.

Despite the flak, the Mocha Uson Blog still thrived with its 5.4 million strong followers, and continues to promote Duterte and his administration, which could be associated with Uson's personal history. Uson was the daughter of the late Judge Oscar Uson who was assassinated in 2002 after receiving multiple death threats while he was handling political cases in Tayuga. This gave Uson a stronger resolve to support Duterte's crusade to end criminality, which she vocally expressed in her blog, after her father's death was not resolved during ex-President Gloria Macapagal-Arroyo's nine-year term (Carpio, 2016; Rappler, 2017).

Xu & Farkas (2008) in their study on blogs, proved that blogging is indeed a rhetorical act. They concluded that through blogs, authors are more freely available to express their individuality, establish intellectual prototyping, and provide means to communicate with others through social networking, customer ties, and shaping of cyber culture.

Rhetoric has been characterized by Losh, Alexander, Cannon, and Cannon (2014) as "a way of thinking about how we talk that takes into consideration the entire situation in which the talk takes place (p. 38)." Xu and Farkas (2008) then expounded that blogs have been known to serve as a platform for individual expression, a form of intellectual prototyping, a medium for social networking, means of maintaining ties with customers, and an avenue to cross and shape cyber culture. In studying the rhetoric of blogs, scholars are given a perspective on how to properly communicate a message to an audience



(Stedman, 2011). Techniques on conducting rhetorical analysis include looking into canons of rhetoric and rhetorical appeals, otherwise known as means of persuasion (Eyman, 2015).

In the discussion of rhetoric, especially with the rise of the internet, understanding how to utilize the canons of rhetoric and rhetorical appeals in the digital sphere can help expand on the discourse in the use of the internet for personal or political agenda. With said discourse may come awareness on how to be more conscious on the different kinds of content that is spread on social media, and the internet in general - just like the content of the Mocha Uson Blog.

## B. STATEMENT OF THE PROBLEM AND OBJECTIVES

Mocha Uson Blog is known for its vocal participation in the political discussions during 2016 presidential campaign and election season. After Rodrigo Duterte won the presidency, the page has also served as a channel for information when the president boycotted traditional media companies, calling them *presstitutes* (Ressa, 2016). With its evident support for Duterte, the Mocha Uson Blog reached to the public, and helped connect the president to the masses during and even after his campaign.

This study aims to dissect the Mocha Uson Blog using Digital Rhetorical Analysis in analyzing Uson's rhetoric towards Rodrigo Duterte's presidential candidacy in 2016, in order to answer the question, "What was the rhetoric of the Mocha Uson Blog on Duterte's presidential candidacy?"

Primarily, the study aims to establish the rhetoric of the Mocha Uson Blog carried in forwarding a political agenda. To do that, the researcher analyzed the Mocha Uson Blog through Digital Rhetoric, using the lens of Aguirre (2017) with his New Typology of Social Media Usage (mobilizing, converting, and antagonizing), in showing support for Duterte.

The specific objectives are as follows:

1. To evaluate the Mocha Uson Blog using the canons of rhetoric (invention, arrangement, style, delivery, and memory);
2. To evaluate the visual rhetoric of images and videos posted by the Mocha Uson Blog, both as a communicative artifact and as a perspective;
3. To analyze the rhetorical appeals (logos, ethos, and pathos) executed by the Mocha Uson Blog towards Duterte's presidential candidacy; and
4. To categorize the posts from the Mocha Uson Blog using the lens of Aguirre in his New Typology of Social Media Usage (mobilizing, converting, and antagonizing) to understand the rhetoric of the Mocha Uson Blog towards Duterte's candidacy.

### C. SIGNIFICANCE OF THE STUDY

The internet has made information more accessible for everyone, but it is important to keep in mind that what people can see online can also be deceptive. It is important to let people understand that the internet, which may shape public opinion, can

often be used to create and proliferate misleading information and biased opinion on social issues for personal gain.

In the Philippines where social media has become one of the primary sources of news and information, the researcher sees how studying the rhetoric of a social media page can augment to the growing discourse on the power and potential of social media in rallying political agenda for a captured audience. Moreover, this study will strengthen the argument that social media is, indeed, the future of mass communication.

Lastly, the researcher believes that this study can raise awareness to the different rhetorical strategies implemented in social media campaigning to entice voters toward certain electoral candidates. It could serve as an avenue towards awareness on techniques implemented by politicians during campaign periods. So that in the future, the voting public may make smarter decisions, and elect those who are truly worthy of serving the people.

#### D. SCOPE AND LIMITATIONS

This study only used the definition of the canons of digital rhetoric as provided by Eyman (2015) in interpreting the content of the Mocha Uson blog during the campaign season. Taking into consideration Aguirre's New Typology of Social Media Usage, this study will only categorize said posts using the three functions (to mobilize, convert, and antagonize).

This study does not include the audience's perception towards the said posts on the page, although posts with the most engagements (measured by the number of reactions, shares, and comments) were the content analyzed in the study.

It is also important to keep in mind that interpretations of content, as interpreted by the researcher, may not provided accurate information on Uson's original intent during her time of her writing, nor will it reflect how the Mocha Uson Blog could have mirrored Duterte's campaign.

With the Mocha Uson Blog being the sole sample for this study, results will not be the ultimate representative of the political blogging community on Facebook, but it could explain and discuss strategies implemented in creating awareness on political propaganda posted on social media sites.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

To establish the Mocha Uson Blog's rhetoric towards Rodrigo Duterte and his campaign in the 2016 Presidential Election, this study examines prior research that are related to the subject at hand. These diverse set of literature cover topics such as the history of social media utilization for political affairs, the proliferation and influence of blogs, the Filipino social psychology as well as the usage of rhetorical analysis on studying text, especially blogs.

#### **A. THE HISTORY OF SOCIAL MEDIA UTILIZATION IN THE POLITICAL LANDSCAPE**

In the Philippines, a republic led by a president, power over running the country is equally divided among the three branches of government, namely, the executive, legislative, and judiciary branches. In this form of government, elections become a big part of the political landscape, since the people who will lead the government are elected by the people (Darmawan, 2002).

Throughout the course of history, ways on how politicians have tried connecting with voters in order to gain support during the election season have dramatically evolved. In Britain, during the 1950's, only print media was interested in the realm of politics, but in 1959, television media included politics in its agenda (Kavanagh, 1996). This phenomenon has been studied and can now be distinguished in three stages or periods in the landscape of political campaigning: the newspaper stage, the television stage, and the digital stage, or alternatively known as the pre-modern, modern, and post-modern

campaign, where each period introduces a new technique or technology that is adapted by politicians to forward their campaign (Karlsen, 2010).

According to Kavanagh (1996), it has been a trend that those who lose the campaigns “have been old-style politicians ... as they have not come to terms with the new techniques” (p. 63), and it follows the same trend in other countries as well. Meanwhile, Karlsen (2010) said that despite the integration of new technologies in modern campaigns, the then established offline campaigning tactics are only mirrored online, “maintaining the distinct national patterns of campaigning (p. 224).”

In the days of traditional mainstream media, the people’s primary source of information about the candidates came from print ads, radio shows, and television news programs (Mirandilla-Santos, 2010). Today, one of the modern techniques used by politicians is the utilization of the internet and of social media, where the primary source has transformed into a different output, in terms of interactive content on a candidate’s website, a political party’s website, and weblogs (Bimber & Davis, 2003; Davis, 1999; Grönlund, 2001; Kluver, 2007, as cited in Baxter, Hastings, Law, & Glass, 2008).

For three years in a row, Filipinos have been able to keep the crown for having the most time spent on the internet, with an average of around four hours each day (Kemp, 2018), and politicians have obviously taken notice. As seen in the campaign period for the 2016 national elections, digital media has been explored by candidates for media exposure. The internet became an avenue for mobilization of supporters, a venue for converting an audience on the platform into supporting a certain candidate, as well as a space where antagonization of the opposition occurred (Aguirre, 2017).

Alongside the boom of the internet is the rise of citizen-initiated campaigning. According to Gibson (2015), citizen-initiated campaigning has become another arm for politicians to extend their reach in the digital sphere, as they continued to “provide parties with a new channel to recruit local support during and between election ... (and) rebuild deeper offline connections into their local communities” (p. 191). Citizen-initiated campaigning provided free publicity for politicians, which is why politicians have also looked into the utilization of the internet for campaigning purposes (Gibson, 2015). Beetham (2012) also discussed how citizen-initiated campaigning increased the number of people involved, who then are capable of recruiting more people, mainly because they are “self-selected and concentrated on a particular point of view or interest (p. 60)”. However, given this tendency for a homogeneity, underrepresentation of alternative ideology becomes apparent (Beetham, 2012).

As cost-efficient as citizen-initiated campaigning may sound, Gibson (2015) noted that it also has a price tag (p. 183) since campaign events set up by politicians also incur a considerably hefty charge (i.e. venue, set-up, decorations, etc.). Despite this hurdle, politicians have become crafty with how they would minimize said cost by encouraging their supporters to donate to their campaign (p. 189).

Beetham (2012) concluded that even though citizen initiated campaigning can be an effective tool in converting apolitical people to their side, mini-publics (those made from institutions) still work better on these types of people (p. 65), making social media an inadequate tool for recruitment.

Filipinos, for example, have become one of the top users of the internet with its “estimated 44.2 million active users, 42 million active social-media users, and 36 million

active mobile social users in the country” (Guerrero, 2016, para. 7) where Facebook has become the most used social networking platform. Before the 2016 election campaign, Facebook offered the Free Facebook initiative which gave users in the Philippine free access to site with “limited access to photos and videos” (Newsbytes Philippines, 2013).

Despite the availability and accessibility of the internet offered by Free Facebook which aided with the candidates’ campaign in engaging voters, the internet was only able to "provide one-way, downward information to potential voters, similar to what their political ads do in the offline environment” (Mirandilla-Santos, 2010, p. 11). In the said study, it was argued how the content of traditional mainstream media and of online materials are basically the same, and do not provide new information for the voters to help closely examine the person running for the position.

A prime example of how the internet was fully utilized on an election is the 2010 Philippine national election. By capitalizing on the medium’s availability, accessibility, and ability to target Filipino voters, the effect of digital campaigning comes to full view (Karlsen, 2010; Mirandilla-Santos, 2010).

## B. THE PROLIFERATION AND INFLUENCE OF POLITICAL BLOGS

Blog, short for weblog, is another form of online publication that is created in order to reach an audience. A blog can be used by bloggers to “(1) establish themselves as authorities or experts in a field, (2) to create a public record of one's thoughts and opinions, (3) to keep in touch with other people online, especially friends and family, and (4) to use writing as kind of a tool for therapy or self-help” (Ingram, 2007, as cited by



Allen & Austin, 2010, p. 1). Although used in other fields such as business and marketing, blogging has also been used for political agenda.

Political blogging has only been a recent activity, which started from the accounts after the 9-11 bombing in the United States where information on terrorism is not accessible via mainstream media (Wallsten, 2005). A study on political blogging, primarily on blogs written by politicians, shows that these blogs are written purposes related to interaction (to converse with voters and show their works while on office), persuasion (convincing voters and to be heard by masses and other traditional mainstream media outfit), and the creation a better and favorable images of politicians (Lehti, 2011), while in Singapore, it was pointed out that “blogs were used to engage (readers) in political discourse and deliberation on issues of concern” (Pang & Goh, 2015, p. 8) and that the continuous usage of blogs for such functions can raise awareness and exposure of political issue.

Thus, showing that blogs have been used by regular bloggers and even politicians to engage an audience towards agenda on politics and positive political image.

### C. RHETORIC AND RHETORICAL ANALYSIS

Through the years, multiple studies have associated rhetoric as means to manipulate and deceive an audience, when in fact, "rhetoric is simply persuasion through communication" (Johnson, 2012). Rhetoric nowadays have been redefined to have negative connotations, with its association with “empty rhetoric” (p. 4) when pertaining to broken or unfulfilled promises of politicians (Paul, 2010). Although rhetorical analysis is primarily a study on how an author writes, not on what is written, the focus of

rhetorical analysis was redirected towards “examining the strategic function of symbol use in a given context” over “identifying how to persuade” (p. 5).

A rhetorical analysis on public relations (PR) weblogs, or PR blogs, was conducted by comparing three sites which talked about health care in the United States. Marshall (2017) looked into how these blogs discussed and framed the health care services provided by the government, with respect to each site's political beliefs, which clearly shows how differently democrats and republicans see the situation. By using rhetorical analysis on these blogs, he concluded that persuasive arguments were mainly used by each blog in order to “inflame emotion and influence debate” on their readers/audience (Marshall, 2017, p. 41).

Aside from blogs, social networking sites such as Twitter and Facebook were also studied using rhetorical analysis.

Twitter was used by Barack Obama and Mitt Romney in their candidacy in the U.S. Presidential Election (Johnson, 2012). Johnson remarked that Obama's 2008 campaign have included usage of social media strategies on political campaigning in order to get supporters, to communicate with them, and at the same time, “(to) gather donations to support his campaign,” whereas, during the 2012 elections, Romney used Twitter to make himself the center of the talks with his conversations with users, and he made sure to use his tweets as an avenue for people to hear his side of the story regarding certain issues, especially on political affairs. By using social media, candidates have provided first-hand accounts to their audiences on their policies, because in not doing so, their audience will have to rely on mainstream media (Johnson, 2012, p. 63).

A college professor, Jane Fife (2010) shared her experience in using Facebook as a rhetorical situation/artifact for her students to analyze. In the beginning, her students were not convinced that Facebook profiles establishes someone's rhetoric, but in the end, their own discoveries amazed each of them. One student shared that people's Facebook profiles are somehow exaggerated representation of the self and that people in the platform curates their walls to show only the good side of their lives. An example of which was pointed out by another student. He said that despite the authenticity of images posted on the platform, it is carefully selected to show the exciting parts of life, such as partying, because studying is not exactly and fun and interesting activity. A different student saw how people used their account as an autobiography, by recording important events, and sometimes, as a place for people to be remembered by when they pass away.

The focus of doing a rhetorical analysis on a social networking site such as Facebook should be on how people use it to communicate rather than labeling it as good or bad communication. In doing so, it is important to investigate how the author, used or uses the features available at his or her disposal, since the usage of each can contribute to his ethos, pathos, and logos (Fife, 2010).

#### D. THE FILIPINO SOCIAL PSYCHOLOGY

Filipino psychology (*sikolohiyang Pilipino*) is the scientific psychological study by which the experiences, concepts and cultural background of Filipinos are based on (Enriquez, 1978). Considered the Father of *Sikolohiyang Pilipino*, Virgilio G. Enriquez has made numerous works on the topic, one of which is his notable work *Kapwa: A Core Concept in Filipino Social Psychology*. Here, he discussed how *kapwa* is the core of

Filipino social psychology, and is defined as a recognition of “shared identity” (p. 102) - an inner self that is shared with others. Within *kapwa* lies two categories - *Ibang-Tao* (outsider) and *Hindi-Ibang-Tao* (one-of-us). If one is regarded as *Ibang-Tao*, often because of certain differences in appearance, language, and cultural background, he or she will only receive *pakikitungo* (civility) or *pakikibagay* (in-conformity). However, if one is *Hindi-Ibang-Tao*, someone who speaks the same language and experience a familiar cultural upbringing, he or she will expect *pakikipagpalagayan-loob* (rapport) or even *pakikiisa* (being one with). In the Filipino context, these categories of *kapwa* is what dictates the social interaction that an individual will experience (Enriquez, 1978).

## SYNTHESIS

In the age where social media has become more accessible, the internet has been utilized by politicians for their campaigns during election season (Bimber and Davis, 2003; Davis, 1999; Grönlund 2000; Kluver 2007, as cited in Baxter et al., 2008), alongside citizen-initiated campaigning in order to involve more people in the campaign and recruit voters over to their side (Beetham, 2012; Gibson, 2015)

Weblogs, commonly known as blogs, much like the Mocha Uson Blog, is one of the platforms used by citizen-initiated campaigns in order to engage an audience towards political discourse (Pang and Goh, 2015). By speaking the language of the voting public in order to show their support to their select candidates, these blogs are able to employ the concept of *kapwa* which in turn help in creating an even more relatable character running for office. In doing so, these blogs create awareness on politicians and their

campaign, where they create a positive rhetoric to make themselves appealing to their audience, particularly the voting public (Marshall, 2017).

With this, the researcher aims to identify how the Mocha Uson Blog, a Facebook page, was able to communicate her support for Duterte's candidacy in 2016 by means of mobilizing supporters, converting the masses, and antagonizing opponents.

## CHAPTER THREE

### THEORETICAL FRAMEWORK

The theories that are explained and discussed in this chapter are used to establish the rhetoric of the Mocha Uson Blog on Rodrigo Duterte's 2016 presidential candidacy. This study used theories on classical and digital rhetoric, visual rhetoric, as well as Aguirre's New Typology of Social Media Usage in order to identify how Uson communicated her messages to her audience on her Facebook page.

#### A. FROM CLASSICAL TO DIGITAL RHETORIC

Rhetoric has been studied for generations, beginning from the Ancient Greeks, and the rise of Greek Democracy (McKay & McKay, 2010). With its Greek roots, rhetoric came from *rhetorike*, meaning the civic art of public speaking (Kennedy, 1994, p. 3). Classical rhetoric was defined by Aristotle in *The Art of Rhetoric* as "the faculty of observing in any given case the available means of persuasion" (McKay and McKay, 2010, para. 8).

In dealing so, rhetors, nowadays known as communicators, must keep in mind that in order to persuade, there is a need for an audience. Audience play a great role in rhetoric because they are not merely passive receivers but are active beings capable of creating discourse (Corbett, 1963, p. 162).

Even though rhetoric is primarily verbal in nature, the way people communicated and interacted has evolved through the years in order to keep up with the times. With the inclusion of the digital, new forms of production has become available for communication.

With this at hand, one must understand three major terminologies: rhetoric, digital, and text, throughout exploration on how communication and persuasion works in the digital sphere. Eyman (2015) then elaborated that rhetoric is understanding meaning, not only to what the presented text is, but to the extent of suggested or implied texts; digital corresponds to the usage of electronics or technology; whereas text is “the container for arguments or persuasive discourse” (p. 21). He explained that the digital was able to provide “a bridge between textual production and rhetoric” (p. 20), in order to analyze not only the text, but the technology as well, and to understand “how technologies work within social and cultural contexts” (Eyman, 2015, p. 113). He had put emphasis on the definition of digital rhetoric as “the application of rhetorical theory to digital texts and performances” (p. 13).

A way to apply rhetorical theory is by analyzing a text using Cicero’s Five Canons of Rhetoric, namely, invention, arrangement, style, memory and delivery. Kennedy (1994) defined these canons in his book, *A New History of Classical Rhetoric*. Invention is primarily how arguments are written into a material. Arrangement is the flow of how message is organized, either from the strongest foot forward or slowly bringing it to a climax, whereas style is more concerned towards diction and composition. In the ancient times, a communicator is expected to memorize a text, word-per-word, which is why memory is another canon to investigate. Lastly, delivery comes to play when a speaker is analyzed by his gestures, pronunciation, and tone of voice during a performance.

In comparison to the application of the canons in the digital sphere, there is clear distinction and metrics that shows how digital texts are analyzed differently. Table 1

shows the definition of the canons as used in the digital sphere, as provided by Eyman (2015).

Table 1. The Canons of Rhetoric in Classical and Digital Rhetoric

<b>Canon</b>	<b>Definition in Classical Rhetoric</b>	<b>Definition in Digital Rhetoric</b>
Invention	finding available means of persuasion	searching and negotiating networks of information; using multimodal and multimedia tools
Arrangement	formalized organization	manipulating digital media as well as selecting ready-made works and reconstituting them into new works; remixing
Style	ornamentation/ appropriate form	understanding elements of design (color, motion, interactivity, font choice, appropriate use of multimedia, etc.)
Memory	memorization of speech	information literacy—knowing how to store, retrieve, and manipulate information (personal or project-based; blogs or databases)
Delivery	oral presentation	understanding and using systems of distribution (including the technical



		frameworks that support varying protocols and networks)
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This study looked into the Mocha Uson Blog by evaluating it through these canons of digital rhetoric in order to analyze how it communicated its message towards an audience, as shown by engagements of the posts themselves, since as mentioned earlier, audience play an important role in the realm of rhetoric.

Moreover, in studying the canons of rhetoric, especially invention, one will come across the idea of rhetorical appeals, also known as the means of persuasion. It deals with the kinds of appeal that may affect audience's perception towards an argument, which may be separated into three parts: logos (the system of reasoning), ethos (authority of the rhetor), and pathos (the use of emotions towards the audience). Aristotle recognizes that, although separate, these work together, thus intersecting at times (Covino & Jolliffe, 2011). Covino and Jolliffe (2011) also explains that in order to conduct a rhetorical analysis on texts, it is imperative to understand that it is "the study of whether and how texts actually do affect, influence, or change auditors" (p. 329) through analyzing the rhetorical appeals.

Bringing the discussion of rhetoric into the digital sphere brought out not only persuasion at hand, but also the exploration of self-expression, with the liberty provided by the web (Zappen, 2005). Ideas from the theory of visual rhetoric by Foss (2005) and some concepts from Warnick (2002) enable better and deeper understanding of digital

rhetoric into tackling symbolic action brought by visual images, specialized argots, and hypertext patterns.

## B. VISUAL RHETORIC

Content on the internet, particularly on Facebook, utilize the inclusion of images in the posts to entice its followers and other audience. In studying digital rhetoric, recognizing visual rhetoric can help readers “understand how the use of accompanying images to text can strengthen an argument to better communicate a message” (Foss, 2005, p. 141).

Visual rhetoric was described by Foss (2005) as the study of visual imagery within the discipline of rhetoric, and it is concerned on studying the use of symbols in order to communicate, and it could be viewed in two ways – as a communicative artifact, and as a perspective.

Communicative artifacts are not simply pleasant imagery but a message-carrying vehicle (Foss, 2005), and to do this, one must look for the following markers, symbolic action, human intervention and the presence of an audience. Symbolic action is the way upon which a reader looks for the “use of arbitrary symbols to communicate (a message)” (Foss, 2005, p. 144). Human intervention is observed during “the process of creation or in the process of interpretation” (Foss, 2005, p. 144) of an image. Lastly, the presence of an audience who looks at and interpret the image, must be established in order to classify it as a communicative artifact (Foss, 2005). Although in this study, the latter two are initially assumed given the engagement (reactions, comments, and shares) received by

posts were analyzed, making this study focus solely on the symbolic action brought out by said communicative artifact.

Perspective on the other hand focuses on rhetorical response and looking at meanings or symbols attributed to the image, rather than aesthetics (Foss, 2005). The first aspect of visual rhetoric as a perspective is the nature of a visual image, which is shown through its presented and suggested elements. Presented elements are descriptions of what can be observed in an image, while suggested elements are ideas that are likely to be inferred by an audience (Foss, 2005). Second, is the aspect of function which investigates “how the image operates” (Foss, 2005, p. 146), or simply, action the image communicates (Foss, 1994, as cited in Foss, 2005). Lastly, the third aspect is the evaluation or assessment of images as to its different possible interpretations.

When looking at visual rhetoric as an artifact, markers are present to help a reader find indicators of it being a visual rhetoric, whereas looking at it as a perspective provides the different aspects into understanding its visual elements.

This study identifies the symbolic action present in visual objects posted by the Mocha Usón Blog, in order to classify it as a communicative artifact, and understand the three aspects of these artifacts by identifying the presented and suggested texts on the image, identifying how the image communicates a message, and identifying possible interpretations of the message provided by the image.

Visual rhetoric does not only provide the meaning behind a sign, but it may also provide a call-to-action to its readers. This study will show that persuasion may also occur through images containing the call-to-actions, as provided by a communicative artifact posted online.

### C. NEW TYPOLOGY OF SOCIAL MEDIA USAGE

Aguirre (2017) in his essay, *Social Media and Election Campaigning: How social media won the Philippine Presidency in 2016*, answers the question “how did the Duterte campaign team use their social media to mobilize, convert, and antagonize voters during the 2016 presidential election” (p. 3).

In his essay, he came up with the New Typology of Social Media Usage, for political campaigning. Aguirre (2017) argued that mobilization is the creation and use of social media sites in order to reach a certain audience. He observed that Facebook posts about Duterte shows similar orientation with the earlier posted content, which basically feeds the same information to those who are interested with Duterte. In addition, mobilizing his audience was also able to make a system in order to coordinate efforts from different parts of the country (Luzon, Visayas, and Mindanao), as well as some countries abroad through overseas Filipino workers (OFWs).

On the other hand, conversion happens when Facebook posts on Duterte can garner a wider reach of audiences by bombarding them with similar post. Such posts “fuel the support (of the audience) and convince soft voters about Duterte’s political and even governance skills” (Aguirre, 2017, p. 8), which eventually accumulated more support towards his candidacy.

Lastly, Aguirre discussed how antagonizing on the internet occurs. Even though negative campaigning has always been present in politics (Kavanagh, 1996, as cited in Aguirre, 2017), the presence of social media made the rise of trolls more effective. Trolls, often, conduct harassment and intimidation towards Duterte's election rivals. Mocha

Uson, most especially, according to Aguirre (2017), has been known for “instantaneously and constantly defending Duterte and attacking his rival candidates” (p. 9).

Aguirre (2017) provided a landscape of social media as used on campaigning for politicians, as he provides a lens on how materials are produced for certain purposes, and how social media can both become a platform for supporting a candidate, and at the same time a platform for attacking his opponents, but also a platform to convert apolitical voters onto his side. This framework helped categorize content posted by the Mocha Uson Blog in order to analyze these posts according to the function it serves as it appeals to the system of reasoning (logos), the authority a communicator on the matter at hand (ethos), and the use of emotions to affect an audience (pathos).

#### SYNTHESIS

These frameworks guide this study in order to uncover the rhetoric of the Mocha Uson Blog. The five canons of rhetoric provided a theoretical backbone to the study with its clearly identified indicators namely, invention, arrangement, style, memory, and delivery. Since the study deals with social media posts that contain images, visual rhetoric then gave guidance as to how these said images were analyzed, and with the rhetorical appeals, alongside Aguirre’s New Typology of Social Media Usage.

## **CHAPTER 4**

### **METHODOLOGY**

For this study to achieve its goal, a qualitative method of analysis was employed in analyzing the content of the Mocha Uson Blog during the 2016 Presidential Elections. Such method was used since the objective of the study was to understand the rhetoric of said blog page.

#### **A. RESEARCH DESIGN**

The researcher conducted a qualitative textual analysis of the Mocha Uson Blog using rhetorical criticism in looking into a variety of texts, images, and videos posted on the Facebook page during the campaign period of the 2016 presidential election.

With rhetorical criticism, the researcher described, analyzed, interpreted, and evaluated recurring patterns and themes embedded on politically charged posts on the Mocha Uson Blog.

#### **B. DATA GATHERING PROCEDURE**

The researcher collated politically-charged posts from February 9 to May 7, 2016 on the Mocha Uson Blog on Facebook. After which, the researcher took note of the number of reactions, comments, and shares of each posts, and afterwards calculated the average engagements of the collected posts. The researcher also took note of the individual link of each post in order to properly keep track of each post. The captions,

video and dialogue, and/or image/s that are present in each post that received at least the average engagements were also accounted for.

### C. UNITS OF ANALYSIS AND OF OBSERVATION

Given that this study looked into the rhetoric of the Mocha Uson Blog, the researcher employed purposive and quota sampling by first selecting posts that are deemed political in nature by the researcher, meaning those that directly mentions Duterte, promotes Duterte, and/or mentions other candidates in that same election, and then compiling the posts that garner at least the average engagement score of all posts during the election season. Meaning, the researcher first collated politically-charged posts from February 9 to May 7, 2016, computed for the average engagement score based on the sum of the reactions, comments and shares of each of the posts, and then selected the posts that pass said criteria. By doing this, the study had a sample size that was representative of the rhetoric of the Mocha Uson Blog to Duterte's campaign.

### D. SAMPLING

The study used purposive sampling to choose politically charged posts on the Mocha Uson Blog from February 9 to May 7, 2016, and quota sampling to gather posts that garner at least the average engagement of all the collected posts from said timeframe. The data set has a total of 165 posts and a total of 5,691,761 engagements, with an average of 34,496 engagements. Out of the 165 posts collected, only 58 posts passed the

average engagement score and were analyzed - 15 of which are video posts, while the rest are images and text posts.

The researcher incorporated purposive sampling in order to select posts from the Mocha Uson Blog that directly mentioned Duterte, promoted Duterte, and/or mentioned other candidates in that same election, to get a variety of posts that helped the researcher evaluate the rhetoric of the Mocha Uson Blog on Duterte's campaign.

Quota sampling was used to make sure that posts picked from the pre-collated roster were posts that reached audiences, as exemplified by the total number of engagements the posts garnered.

## E. METHOD

Rhetorical analysis was employed in this study by using the rhetorical theories discussed earlier to understand how the Mocha Uson Blog's message communicated to its audience.

## F. CONCEPTS AND INDICATORS

### *Canons of Digital Rhetoric*

As defined and discussed by Eyman (2015, p. 65-74), the canons of rhetoric are used to evaluate digital content and understand how various elements work together to establish



a.) Invention – it includes the searching and negotiation of networks of information, seeking those materials best suited to creating persuasive works, as well as knowing which semiotic resources to address and draw upon (Eyman, 2015, p. 66).

Indicators of invention include the usage of text, images, audio visual clips, and other digital media.

b.) Arrangement – it includes the practices of manipulating digital media as well as selecting ready-made works and reconstituting them into new works (Eyman, 2015, p. 70). It also includes “tagging” where individual users add descriptive tags to links, sites, or media objects that can form an arrangement (p. 69).

Indicators of arrangement include the manipulation of images and texts and tagging in terms of location and hashtags.

c.) Style – it is understanding all the available elements of document design (Eyman, 2015, p. 70).

Indicators of style include choice of color, font, and layout for images, and additional elements of motion, interactivity, and appropriate use of media for videos.

d.) Memory – it is the ability to build and maintain patterns (Eyman, 2015, p. 72) and it also discussed how social and cultural memories could be inscribed and archived (Eyman, 2015, p. 71).

Indicators of memory include the method how content were archived/preserved, and recurring patterns inscribed in the individual post.

e.) Delivery – it is understanding and using systems of distribution and publication (Eyman, 2015, p. 73).

Indicators of delivery includes the means of posting and sharing, and how content is distributed and circulated (this also includes tagging people and pages on the platform).

### *Visual Rhetoric*

Understanding how the use of accompanying images to text can strengthen an argument to better communicate a message is visual rhetoric's focus, by looking at it in two ways – as a communicative artifact and as a perspective.

In understanding images as artifacts, the researcher focused on the artifacts' symbolic action in order to identify their communicative message of images. The researcher identified the symbols used in the posts, and afterward evaluated it as a perspective, which allows the researcher to discuss more on rhetorical response rather than aesthetics.

### *Rhetorical Appeals*

The rhetorical appeals have been studied in order to see the possible effects of logic, authority, and emotions on the perceived audience. Covino and Joliffe (2011, pp. 336-340) discussed these using Aristotle's definition.

a.) Logos – it is the appeal to patterns, conventions, and modes of reasoning that the audience finds convincing and persuasive.

In evaluating logos, the researcher summarized the facts presented by the posted content. The researcher also looked for recurring ideas and themes in each post.

b.) Ethos – it is generally defined as the good character and the consequent credibility of the rhetor.

In evaluating ethos, the researcher analyzed the character of the persona who posted the content and looked for ways on how the material deemed itself credible (e.g. citing sources).

c.) Pathos – the central idea underlying pathos is that an effective text will somehow activate or draw upon the sympathies and emotions of the auditors, causing them to attend to and accept its ideas, propositions, or calls for action (Covino and Joliffe, 2011, p. 336).

In evaluating pathos, the researcher looked at how the persona represented emotions such as anger, calmness, friendship, enmity, fear, confidence, shame, shamelessness, kindness, unkindness, pity, indignation, envy, and emulation in its content.

#### *Aguirre's New Typology of Social Media Usage*

The following terms were defined by Aguirre (2017, p. 6) from the Social Media and Election Campaigning: How social media won the Philippine Presidency in 2016?

a.) Mobilization function – this basically involves the usage of social media to organize efforts of supporters regarding the campaign;

b.) Conversion function – this talk about the social usage in converting supporters of rival candidates to vote for the other candidate.

c.) Antagonization function - this speaks of the social usage in harassing or intimidating supporters of rival candidates.

## G. DATA ANALYSIS PROCEDURE

The study's data analysis comes in three parts. Initially, each of the 58 posts that passed the average engagement criteria was analyzed according to (1) the canons of digital rhetoric, (2) visual rhetoric, (3) its rhetorical appeals, and (4) its usage according to Aguirre's New Typology of Social Media Usage. To discuss in detail, the researcher essentially identified the various techniques used the Mocha Uson Blog through the canon of rhetoric by taking note of the presence of different factors in terms of invention, arrangement, style, memory, and delivery, as mentioned in the indicators cited above. The nature, function, and interpretation of the posts were analyzed as their visual rhetoric under the canon of style, as image and symbols embedded in the posts fall under the element of design. Then, the posts were subjected to evaluation using the rhetorical appeals, by summarizing the facts and arguments presented by the post, scrutinizing the character's credibility as presented through the post, and pinpointing the emotions expressed by the persona through the post. Afterwhich, the usage of each post was identified using the guidelines provided by Aguirre in his New Typology of Social Media Usage. Each analysis will then integrate all aspects (canons of digital rhetoric, visual

rhetoric, rhetorical appeals, and Aguirre's New Typology of Social Media Usage) to bring out the rhetoric of each respective post.

Subsequently, the trends presented by the 58 posts was analyzed. The canons of digital rhetoric (visual rhetoric included), rhetorical appeals, and Aguirre's New Typology of Social Media Usage that were most apparent in all of the sample size will be lifted from the first step of the procedure. By doing this, the study was able to positively identify what are the main points and general rhetoric of the Mocha Uson Blog to the campaign of Duterte.

Finally, the researcher synthesized these trends by presenting what is the rhetoric of the Mocha Uson Blog to the Duterte's campaign during the 2016 Presidential Elections.

## CHAPTER FIVE

### RESULTS AND DISCUSSION

This chapter discusses the rhetoric used by the Mocha Usong Blog in presenting Duterte and his candidacy in the 2016 elections through its manifestations via lens of Eymann's Canons of Digital Rhetoric, Foss' visual rhetoric, Aguirre's New Typology of Social Media Campaigning, and the Rhetorical Appeals.

#### A. THE RHETORIC OF IMAGES, VIDEOS, AND TEXT

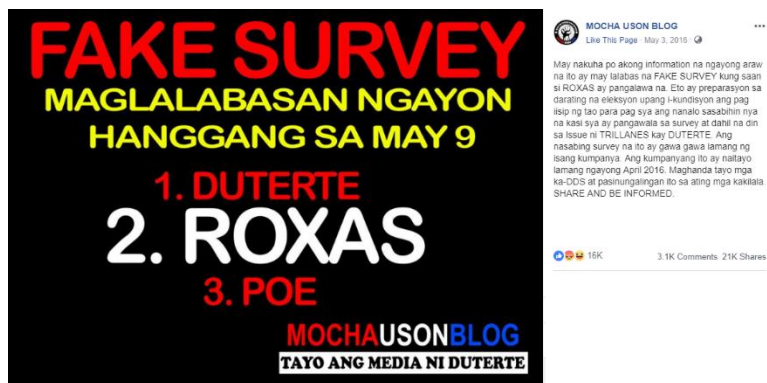
The Mocha Usong Blog uses a combination of images, videos, and texts in its post. Foss (2005) argued that when image, another audio-visual content, and text are presented side-by-side, argument is strengthened as message become easier to communicate, and the Mocha Usong Blog has utilized this function, as all 58 posts analyzed contain images, videos, texts, and even text as images.

Two out of the 58 posts use text as image. Posts 33 and 42, as seen in fig. 1 and 2 (see also appendices B and C) show these two posts.

Figure 1. Text as image post on the Mocha Usong Blog on who to support for VP race



Figure 2. Text as image post on the said Fake Survey results



These posts make the audience focus on the situation presented as fact, or logos, written in them, rather than using other images that could distract the audience from the point of that post. As discussed by Covino and Joliffe (2011), logos as a rhetorical appeal convinces the audience by presenting modes of reasoning to persuade, which in this case, is about the fact that Cayetano as Duterte's running mate, and the existence of an alleged fake survey results. The captions of these said posts mirror what the image express. By using bold letters, these posts create a hierarchy of which specific part to focus on. It is noticeable that in both texts, the opposition bets, Roxas and Robredo, are highlighted among the words, and the message of the posts tell the audience not to support them, making the perceived meaning of the text, as discussed by Foss (2005), support each other.

Duterte's image also appears in posts with texts on the image itself, as exhibited in fig. 3 and 4. Both images contain a call to action that aim to mobilize its audience. Fig. 3 shows both Duterte and Karen Davila, a prominent news personality who criticized Duterte during a presidential debate hosted by traditional mainstream media network, ABS-CBN. By showing an image of them together, the post is able to support Duterte's

statement to stop the hate towards journalists as they exercise their freedom of speech by probing candidates. On the other hand, fig. 4 shows how the Mocha Uson Blog uses the image of Duterte to mobilize its audience to become Duterte's media, as traditional mainstream media does not cover the massive support Duterte receives in his on-ground political sorties.

Figure 3. Duterte's statement on Karen Davila

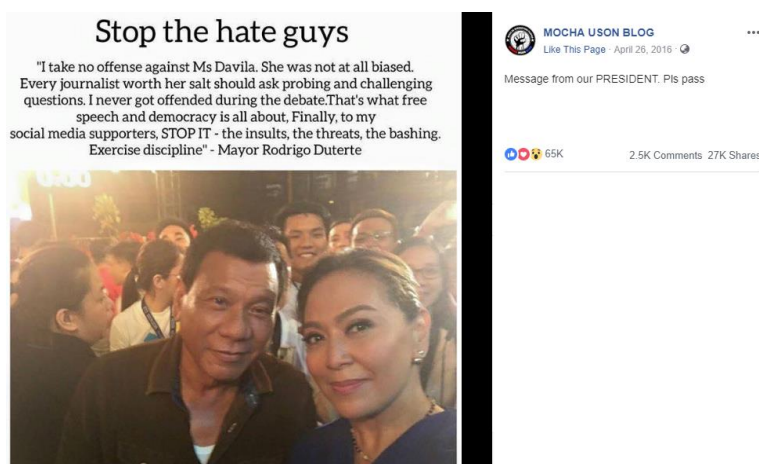


Figure 4. Uson's take on the Media Blackout on Duterte



By using ethos, or the appeal to one's credibility (which in this case is Duterte's), the Mocha Uson Blog is able to utilize Duterte's image in mobilizing his supporters to do as the Mocha Uson Blog says or instructs in her posts on the page, as it closely associates itself as Duterte's personal media.



In one instance, the Mocha Uson Blog has provided an image of a drug raid alongside a news article from traditional mainstream media, *Inquirer Mindanao*, as exhibited in fig. 5. Although it disclosed in the post that the image was not taken from the actual event described on the article, by choosing to use an image that highlights drugs, marked money, and the police, the Mocha Uson Blog was able to show how it would go to great lengths to praise Duterte's Davao governance all while antagonizing Roxas' claim that Davao still has a drug problem by suggesting that these drugs were planted by Roxas' accomplice, and that the Davao Police were able to catch these suspects even before its entry to the province. Foss (2005) explained visual rhetoric as the capacity of an image to carry messages that imply meaning through symbols that trigger rhetorical responses. By doing this, the Mocha Uson Blog is able to use logos in using the factual event to make people believe in the page by its use of text through the caption accompanied by the image in creating a communicative message towards symbolic action, which was earlier mentioned by Foss' study of visual rhetoric.

Figure 5. Image containing drugs, money, police, and suspects from a drug raid, but image was taken from a different event as shown on the caption



Moreover, the Mocha Uson Blog also posts images in collages, which combine two or more images together, to support its message. The Mocha Uson Blog uses the

collage function in two ways: (1) to emphasize a point and (2) to compare the images. It could be observed these collages are more often used to emphasize the massive crowd of supporters in Duterte's campaign events, as seen in fig. 6.

Figure 6. A collage posted on the Mocha Usong Blog that shows two angles from the same campaign sortie



Aside from campaign events, the Mocha Usong Blog also used this function to tell the story of struggles marginalized Filipinos experienced, which the government could have help if they focused on doing their job rather than criticizing Duterte, as exhibited in fig. 7.

Figure 7. A senior citizen in need of government's support



Using a collage is also a way to compare two images and point out the obvious differences between them. The Mocha Usong Blog use this to compare the number and kind of support Duterte receives from the Filipino people. Fig. 8 compares the kind of supporters Duterte has (the masses) versus Roxas (celebrity endorsers), while fig. 9 compares the number of Duterte supporters (massive) versus Roxas supporters (a handful) in Hong Kong.

Figure 8. Roxas' celebrity supporters in comparison to Duterte's supporters



Figure 9. Crowd of supporters in Duterte's Hong Kong rally versus Roxas'



In doing so, the Mocha Usong Blog antagonizes Roxas by implying that he has a lesser chance of winning, as these comparisons emphasize the difference between

Duterte's and Roxas' supporters, and that Duterte is the better choice because he has the support of the masses. According to Foss' (2005) theory on visual rhetoric, these collages are seen as both a communicative artifact as it was able to carry a message of the severe difference of support for Duterte and Roxas, and it could also be seen as a perspective because the usage of collages was not only for aesthetic purposes but used as a function of comparing and emphasizing.

Other than the usage of images in these posts, the Mocha Uson Blog also has a couple of video content posted on its page. Unlike images, these videos can support multiple arguments, and are often able to carry more than a single function of campaigning, as discussed by Aguirre (2017). Although more often used to convert supporters by parading Duterte's achievements and supporters, it has also been used to antagonize critics and mobilize supporters. Traditional mainstream media personality, Robin Padilla's video (see appendices B and C, video 3), which was a recording during the Hong Kong campaign rally, was able to question the *bayarang artista* supporter and present Duterte as the only presidential candidate capable of inflicting "true change" in the country.

Moreover, some videos posted on the page were edited, both professionally and non-professionally, while others were unedited. Producing edited videos allow the Mocha Uson Blog to highlight only the important points in the event or interviews, whereas producing unedited ones are able to make a more authentic viewing experience.

In fig. 10 (see appendices B and C, post 6), the video was able to show the highlights of Duterte's campaign in Dagupan, as he interacts with the residents in the area, and his gesture of bowing down to the audience as a sign on respect. Similarly,

Seika, one of the Mocha Girls, made videos that highlight the efforts to antagonize Trillanes and the *biased media* ABS-CBN, as seen in fig. 11 (see appendices B and C, posts 14 and 19). Likewise, in Covino and Joliffe's (2011) definition of pathos as appeal to emotion, the Mocha Usong Blog triggers people's emotion to support Duterte through Usong's Pangasinense pride of Duterte's campaign in Pangasinan, and to hate Trillanes and ABS-CBN through Seika's anger towards Trillanes' antagonizing efforts on Duterte and ABS-CBN's unfair coverage of Duterte's campaign.

Figure 10. Duterte's campaign in Dagupan

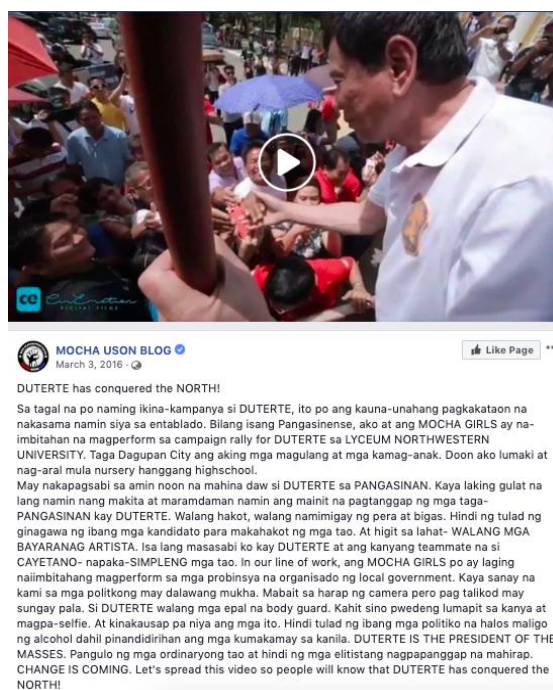


Figure 11. Seika's video antagonizing Trillanes and ABS-CBN





Uson's Facebook live video interview with Cayetano, in fig. 12 (see appendices B and C, post 17), Duterte's press interview telling the kidnapping story from 1989, in fig. 13 (see appendices B and C, post 49), and Duterte and Cayetano giving advice to residents of Tondo, in fig. 14 (see appendices B and C, post 37), show that these personalities have nothing to hide as they tell their unscripted and unedited story, and genuinely try to provide help to people, and to solve problems of the Filipino people. By capitalizing on their stories and their statements, the Mocha Uson Blog used factual evidence, or logos (Covino and Joliffe, 2011), in showing the authenticity of these personalities through these video content.

Figure 12. Uson interviews Cayetano



Figure 13. Duterte tells the story of a kidnapping incident in 1989



Figure 14. Duterte and Cayetano give advice to Tondo residents



Posting video content on the Mocha Uson Blog utilize more functions of the platforms while providing more information and stronger messages than those carried by images through multimedia means of combining, language, imagery, and subdued messaging through editing techniques.

The Mocha Uson Blog use texts, images, and videos to persuade its audience into believing that Duterte is the best candidate among those running for presidency. By associating Duterte on the posts help mobilize supporters to follow the Mocha Uson Blog's call to become Duterte's personal media, as well as using unedited footage of Duterte to show his raw authenticity on public issues. On the other hand, Uson also used imagery to emphasize the perceived greatness of the Davao police and at the same time conspire against Roxas' claims on the drug problem in Davao. These images carry messages that goes beyond the image, video, and caption through simple means of adding elements and editing them. By doing all of these, the Mocha Uson Blog is able to create citizen-initiated content that highlight facts, show contrasts with the opposing party, emphasize the massive amount of support Duterte gets from the masses, and create a narrative of Duterte's greatness and authenticity.

## B. THE RHETORIC OF LANGUAGE

Language is a way to communicate with an audience, especially through digital means. In the Mocha Uson Blog, Uson herself and various personalities, especially Duterte, use both Filipino, English, a mix of Filipino and English, and Bisaya, on the texts and in its videos.

Duterte can often be seen in the posted videos communicating in Bisaya in Visayan locations. Examples of these instances are during a video coverage of his campaign rally and motorcade in Cebu, as shown in fig 15 (see appendices B and C, post 1), and when he was giving advice to residents of Tondo, Manila, who also speaks Bisaya (see appendices B and C, post 37). By showing a citizen-initiated content wherein a presidential candidate is seen using a language uncommonly used in traditional mainstream media, the Mocha Uson Blog is able to show Duterte as someone who can connect to a non-Manila-centric language. For the first time, a candidate is seen speaking a language spoken by the provincial folk, thereby emphasizing his uniqueness and perceived authenticity among other candidates. In Eyman's (2015) *Canons of Classical Rhetoric*, delivery is the oral presentation of a rhetoric, thus, the Mocha Uson Blog presenting a Bisaya-speaking candidate makes content more accessible to people who understands this language and connects Duterte closer to those people. By relating Duterte to the people through his spoken language, the Mocha Uson Blog is able to use pathos or the appeal to emotion (Covino and Joliffe, 2011) in creating relatable content in persuading people to support Duterte – someone who is one of them.



Figure 15. Duterte's campaign coverage in Cebu



The Mocha Uson Blog also calls Duterte supporters as DDS, or Duterte Die-hard Supporters, as used in 13 out of the 58 analyzed posts. By using memory, or the ability to create recurring patterns in a text (Eyman, 2015), the Mocha Uson Blog is able to bring in supporters collectively, and by referring to them as such, Uson is able to closely associate supporters to Duterte.

Another manifestation of language on social media is the usage of hashtags. Hashtags, as defined by Dictionary.com, are used to identify a keyword or topic of interest and facilitate a search for it. Mocha Uson Blog often uses the hashtag function in its posts, such as #tunaynapagbabago (used five times among the 58 posts), #duterte2016 (used four times), and #ResignTrillanes (used only once, as seen on fig. 16). By clicking these hashtags, users are given access to posts that also contain the same hashtag, making content with similar messaging more accessible to the people. Using a hashtag both

increases the popularity of the tag used, and it also proliferates the message carried by the hashtag. These are clear signs of using memory and delivery in the Mocha Uson Blog's rhetoric as hashtags allow easier access to similar content and repetitive usage helps with its familiarity and increased usage (Eyman, 2015). This appeal to a feeling of collective support and collective hate by mere usage of hashtags show how the Mocha Uson Blog is able to use pathos in its rhetoric (Covino and Joliffe, 2011) in mobilizing supporters.

Figure 16. A post that calls for Trillanes' resignation with #ResignTrillanes



By using memory and delivery, as defined by Covino and Joliffe (2011), the Mocha Uson Blog is able to use the power of language to communicate its rhetoric by coining words and shortcuts, making specific antagonizing hashtags, and packaging Duterte as a unique Bisaya-speaking candidate, through easier access and familiarity of content. The Mocha Uson Blog also uses language as a primary tool to appeal to the emotions (pathos) of its audience by mobilizing supporters and antagonizing Duterte's critics (Aguirre, 2017).

### C. THE RHETORIC OF ENDORSERS

It is noticeable how the Mocha Uson Blog used a variety of public figures in converting masses into believing Duterte and his campaign, as well as into antagonizing other politicians.

Prominent traditional mainstream media personalities, such as Cesar Montano and Robin Padilla, who are known as rough, macho, action-stars, were presented in the Mocha Uson Blog to promote Duterte and his projects, so people can see him in a positive light.

Cesar Montano, in his video, as seen in fig. 17 (see also appendices B and C, post 2), shows how Duterte can bring peace and safety to the country, as he has done it in Davao. Montano even made a statement to support the Duterte campaign, “*kay Duterte, wala tayong dapat ikatakot, dahil siya lang ang may tapang na baguhin ang lahat dahil nagmamalasakit siya sa walang-wala.*” With this, the Mocha Uson Blog brings Duterte closer to the heart of the masses by making them feel safer and secure under Duterte’s administration.

Figure 17. Preview of the video with Cesar Montano promoting Duterte

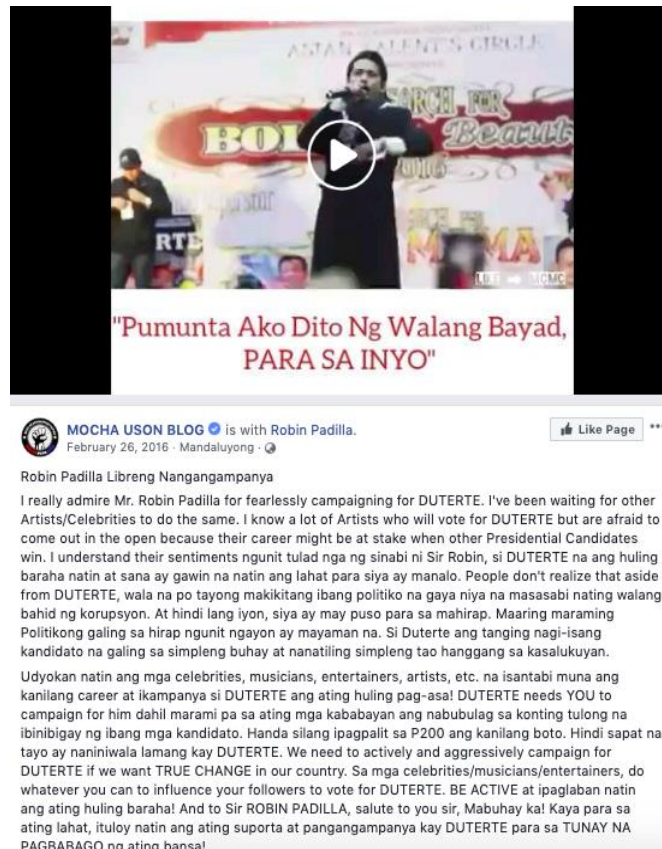


In the campaign rally in Hong Kong Robin Padilla, as seen on fig. 18 (see also appendices B and C, post 3), appears on-stage not only to promote Duterte, but to also tackle issues on *bayarang* endorsers. Padilla emphasized that many other celebrities are invited to promote politicians, but they do such act for the money, not for the principle,

*“Sana mga mahal kong kababayan, huwag niyo pong pakinggan yung mga ibang mganabayaran. Napakadami kong mga kasama ko ang nabayaran para punahin kayo. Para kumbinsihin kayo na iboto si ganito, iboto si ganun. Ako nandito ako para ipaliwanag ko sa inyo na si mayor Duterte ang huling baraha natin.”*

With this, Padilla engages his audience, as well as the audience of the Mocha Uson Blog, to focus on politicians, much like Duterte, who did not have to pay for supporters.

Figure 18. Preview of the video of Robin Padilla in the Hong Kong rally



Montano and Padilla's action-star qualities are used to create an impression or memory, using a celebrity's fame as a form of recall and familiarity (Eyman, 2015), which the Mocha Uson Blog can associate to Duterte. Through this, Duterte is able to maintain a pattern of toughness and ruggedness through mere association to Montano and Padilla. Using the credibility of Montano and Padilla, as Duterte supporters, the Mocha Uson Blog is able to use ethos to communicate its rhetoric (Covino and Joliffe, 2011) and bank on the image presented by these supporters.

Performers, such as the Mocha Girls and the lip-sync duo Moymoy Palaboy, also joined the roster of endorsers of Duterte. As performers, the presence of the Mocha Girls has become prominent on various campaign rallies in different places in the country, as exhibited by figs. 19 and 20. With their presence, they were able to gather more supporters for Duterte, and his campaign rallies, as shown with the crowd present in each venue. Similarly, in his study, Aguirre (2017) concluded that by inviting these supporters through social media, with the presence of known personalities, "(it) systematically and meticulously undertake a coordinated effort to mobilize supporters in the Philippines, as well as, abroad" (p.7).

Figure 19. Mocha Girls in Duterte rally in Bacolod





Figure 20. Mocha Girls in Caloocan campaign rally



The Moymoy Palaboy duo, as exhibited in fig. 21 (see also, appendices B and C, post 14) was a part of a music video with Seika, that promotes the changes that can be brought by Duterte, when he gets elected as president.

Figure 21. Moymoy Palaboy duo on Seika music video embedded on the video for Trillanes



Religious personalities also appeared on the Mocha Uson Blog, in a way that shows that their church has blessed Duterte's candidacy. Bro. Eddie Villanueva appeared on a photograph, with his hand over Duterte's head, gesturing as he prays over Duterte, as seen on fig. 22 (see appendices B and C, post 29). The caption of the post also includes other religions and churches such as the Muslims, G12 (G12 Vision), JIL (Jesus is Lord), and INC (Iglesia ni Cristo). This use of the credibility of religious personalities is able to mobilize and convert supporters (Covino and Joliffe, 2011; Aguirre, 2015) affiliated to these religions and churches to support Duterte as endorsed by their religious leaders.

Fig. 22. Bro. Eddie Villanueva praying over Duterte



On the other hand, Sheryl Cruz, another celebrity, who is related to then-candidate Grace Poe, was showcased on the Mocha Uson Blog page as well in fig. 23 (see also appendices B and C, post 22). Unlike the endorsers, Cruz was not expressing support for Duterte’s campaign but is explaining in the interview that she does not support her own cousin presidential bid. Cruz said

*“(Poe) would make a fine president, just right, not right now. Masama ba yung aking sinabi na sana, wag muna sa ngayon, because it’s just too soon for me. I’m not belittling Manang Gracie’s capabilities, she would be a more effective president come 2022 and not 2016.”*

Figure 23. Preview of video with Sheryl Cruz not supporting Poe’s candidacy



The Mocha Uson Blog used celebrities, performers, and other public figures to promote Duterte and his campaign, much like how old-style politicians have run their campaigns before social media (Kavanagh, 1996). However, the Mocha Uson Blog uses celebrities that share the same characteristic of toughness and ruggedness of Duterte to make him more palatable and believable, thereby strengthening his ethos or credibility (Covino and Joliffe, 2011). By parading celebrities and religious figures on the page, it proves that celebrities are able to get the attention of an audience who listens to Duterte's campaign, and convert them into Duterte supporters, as well as engage them to listen to antagonizing propaganda on other candidates.

#### D. THE RHETORIC OF THE MASSES' SUPPORT FOR DUTERTE

The support of the masses for Duterte and his campaign is almost always present in the content posted from the Mocha Uson Blog, from massive crowds attending campaign rallies and motorcades organized by Duterte and his team, to creating and wearing various Duterte merchandise, and posing with the closed/clenched fist pose. By appealing to the emotion of its audience, the Mocha Uson Blog is able to use pathos to mobilize people to support Duterte.

Fig. 24 and 25 shows some images from the Mocha Uson Blog page that features massive crowds in Duterte's campaign in various locations in the country, and even in Hong Kong.



Figure 24. Duterte-Cayetano motorcade in Pasay

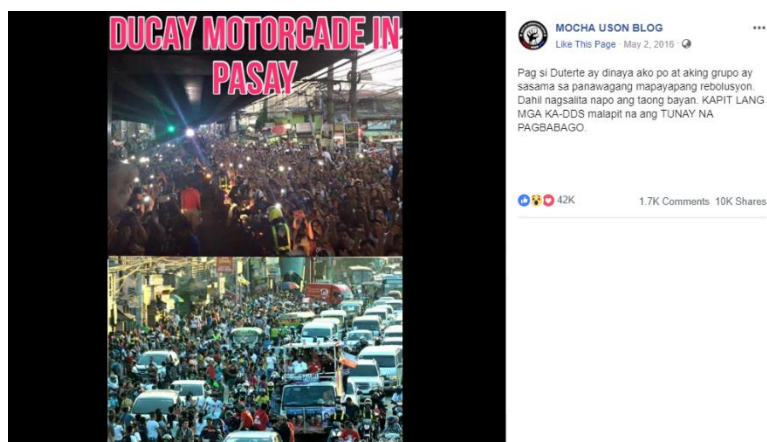


Figure 25. Duterte's campaign rally in Tagbilaran and Ubay, Bohol, and in Hong Kong



By showing this amount of support from Filipinos in the Philippines and even overseas, the Mocha Uson Blog perpetuates the likeliness of Duterte's success in the upcoming elections and encourage fellow Filipinos to show support to Duterte as well. By branding Duterte and his campaign's success, through Enriquez' (1978) *Sikolohiyang Pilipino*, as the success of the *kapwa* Filipino, the Mocha Uson Blog urges its audience to *makiisa* with *kapwa* Filipinos in supporting Duterte even more by attending these campaign sorties.

In these rallies, it was noticeable that there were people in these organized events wearing various Duterte-branded articles of clothing, such as caps and shirts, as seen in fig. 26. Cayetano, in his sit-down interview with Uson (see appendices B and C, post 17) explained that this variation of Duterte merchandise exist because supporters themselves make these, instead of being provided one *“yan ang ginagastos nila, ramdam niyo sa probinsya niyo, sa tshirts lang e, lahat ng pictures nila nakadilaw lahat. Yun ang pinamimigay unlike sa atin na kanya-kanya ang paggawa.”*

Figure 26. Supporters in a campaign rally wearing various Duterte-branded articles of clothing



Aside from merchandise, other supporters provide various kinds of content to be posted on the Mocha Uson Blog, such as images and videos created by companies like Suehanne Creatives Solution LLC, Coritao Graphic Design Studio, and CinEmotion Digital Films (see appendices B and C, posts 5, 18, and 33).

Additionally, the closed/clenched fist pose can be observed in numerous posts on the page. Duterte’s signature pose is gestured not only by the masses attending his rallies, as seen in fig. 27, as a form of support, but performed also by celebrity endorsers much like the Mocha Girls, and Uson herself, as exhibited in fig. 28. Again, this calls on to the

people's sense of *kapwa* by inviting them to join in the raising of the closed-fist and be part of the movement to support Duterte.

Figure 27. Mocha Girls and the attendees of the rally posing with closed/clenched fist



Figure 28. Duterte, Uson, and the Mocha Girls posing with closed/clenched fist



Using the massive number of supporters attending campaign sorties, the initiative of producing Duterte merchandise to promote Duterte and using the closed/clenched fist symbol as Duterte's own brand, appeals to the emotion of belongingness as *kapwa* Filipino and their overwhelming support and pride, in joining arms in maximizing support for Duterte's candidacy.

## E. THE RHETORIC OF BIASED MEDIA

Putting other candidates into bad light was the expected dominant result of the antagonization function, as mirrored in the results of Aguirre's study in 2017, which shows that negative campaigning on opponent was the primary usage of antagonization efforts. Surprisingly, the Mocha Uson Blog, unlike the other pages analyzed by Aguirre (2017), put more effort on recognizing how the media has given unfair treatment to Duterte, tagging such as biased media. The Mocha Uson Blog addressed the issue of media blackout in an interview with Duterte (see appendices B and C, post 4). Uson explains that with the media blackout,

*“hindi pinapakita yung dami ng supporters na dumarating sa inyong (Duterte’s) campaign rally, at taliwas po yung lumalabas survey. Dahil doon ay lalong nagpursigi at naging agresibo yung mga kababayan po natin sa social media na ipromote at ipush po talaga kayo at yung suporta.”*

Established and trusted traditional mainstream media networks that used to provide information (Noble, 2014) explicitly downplayed the amount of support that Duterte received from the masses, in contradiction to the images of crowd shots posted by the Mocha Uson Blog.

With the recognition that traditional mainstream media is against Duterte, the Mocha Uson Blog established itself as Duterte's own media by branding itself with *Tayo ang Media ni Duterte* incorporated in content made by the blog page, embedded with its own logo, as seen in posts much like that in fig. 29. By doing this, the Mocha Uson Blog has disenfranchised traditional mass media, and empowered her aggressively growing follow base.

Figure 29. Image posted on the Mocha Uson Blog with Tayo ang Media ni Duterte logo



In its own text and video posts, the *Tayo ang Media ni Duterte* campaign highlights concepts on *Tunay na Pagbabago* and multiple mentions of DDS and Duterte. Posts addressed to antagonize often ask people to spread the word by sharing the post.

The Mocha Uson Blog also presented an edited image of the ABS-CBN logo insinuating a call to boycott the said network, as seen on fig. 30 (see appendices B and C, post 19). By doing this, the Mocha Uson Blog is able to weaken the credibility of the traditional mainstream media by calling them *biased media* and presenting them in a detestable manner.

Figure 30. Edited ABS-CBN logo placed at the end of Seika's video on biased media



The Mocha Uson Blog was able to propagate her personal ideology on Duterte's campaign by mobilizing supporters to share its citizen-initiated content branded as *Tayo ang Media ni Duterte*, as opposed to traditional mainstream media. With the prevalence of citizen-initiated content, it has become another political arm to extend its reach in the digital sphere, as expressed by Gibson (2015), that communicates to apolitical citizens who may not necessarily be familiar with or interested in Duterte (or the elections in general) by employing techniques in the hopes of converting these voters into Duterte supporters with low-involvement. Proliferating anger, hate, and disgust (appeal to emotion) towards the so-called *biased media*, the Mocha Uson Blog weakens the credibility (ethos) of traditional mainstream media, and strengthens the credibility of its own digital media arm, and branded the Mocha Uson Blog as *Tayo ang Media ni Duterte*, a form of citizen-initiated content.

#### F. THE RHETORIC OF ANTAGONIZING THE GOVERNMENT AND OTHER POLITICIANS

It has been noticeable that the antagonization towards candidates put more importance to questioning and criticizing Duterte's critics, such as Sen. Antonio Trillanes IV (see appendices B and C, posts 3, 14, 31, 57) and institutions like the Commission on Human Rights and Gabriella, as seen in fig. 31 (see also appendices B and C, post 7). The image shows two senior citizens in need of help, but the caption used a sorry story to tap on the anger of regular Filipinos towards government institutions who have neglected their constituents and are now attacking Duterte. This is an expression of using pathos by eliciting emotional response of hatred and anger to the government by using a situation



experienced by Filipinos as a factual evidence of negligence of duty as logos (Covino and Joliffie, 2011).

Figure 31. Open letter to CHR and Gabriella



As earlier mentioned, Aguirre (2017) noticed a similar pattern of negative campaigning towards opponents in the 2016 election, but this study shows that negative campaigning also attacked government officials and offices.

In a video of the interview of Uson to Duterte (see appendices B and C, post 4), Duterte tagged himself as anti-government, distancing himself from the wrongdoings of such politicians and public servants, as supporters of Duterte, like Cayetano, and Seika of the Mocha Girls continue to criticize the credibility of these public figures.

Efforts put on harassing and intimidating supporters of the other presidential candidates were very limited and focused only on Grace Poe and Mar Roxas. Roxas has been greatly antagonized for being the administration's choice for that election, by showing that Roxas' supporters are *bayarang artista*, and that the crowd that it mobilizes in its rallies are incomparable to Duterte's crowd, as shown in fig. 32 and 33.

Figure 32. Duterte's *masa* and Roxas' *bayarang artista*

Figure 33. Attendees of Duterte and Roxas' campaign rallies in Hongkong



Uson also made a post on the results of a said fake survey, as seen in text image, as exhibited in posts 33 and 42 (see appendices B and C), results are to come out to condition the minds of the people because there is a high chance of a rigged election. Poe, on the other hand, was attacked through her questionable religiousness, as exhibited in Figure 34 (see also appendices B and C, post 43), and through showing that her own cousin, Sheryl Cruz, does not support her candidacy, as mentioned earlier.



Figure 34. Grace Poe lighting a candle and praying in a church with media people surrounding her



These posts spark anger and disgust on critics and other candidates, and the credibility of the page to push forward its efforts to antagonize rely on Uson's opinion, and passing it off as something people should believe in. These examples of eliciting anger, disgust, and shame to the government and its officials shows that the Mocha Uson Blog makes use of emotions, or pathos (Covino and Joliffe, 2011), to persuade its audience to feel the same way towards the administration.

### G. THE RHETORIC OF DUTERTE'S FILIPINONESS

The Mocha Uson Blog packaged Duterte as the embodiment of the Filipino – identity, consciousness, and anger rolled into one.

Duterte embodied the Filipino identity by attributing itself to traditional campaign strategies that paints a better picture of Duterte via celebrity endorsement and association of the Filipinoness using the symbols and colors of the Philippine flags, as seen in some Duterte merchandise (fig. 35) and videos, as exhibited in fig. 36 (see also, appendices B and C, posts 1). By closing associating Duterte to the Philippine flag, the Mocha Uson

Blog establishes both the support of the masses on Duterte's campaign and attributing Filipino values such as *karangalan*, *katarungan*, and *kalayaan* (Enriquez, 1978), values embedded on the flag and its colors, to Duterte's value.

Figure 35. Duterte merchandise with the Philippine flag



Figure 36. Duterte 2016 banner and Philippine flag on the Cebu campaign rally coverage



Duterte embodied the Filipino consciousness by the active participation in organized political rallies and being one with the people as a *kapwa* Filipino, as seen in

appendices B and C, post 8, where Duterte is seen to be present in a campaign rally in Pangasinan, right after a presidential debate. In Enriquez's study on *Sikolohiyang Filipino* (1978), he looked into the concept of *Kapwa* as a Filipino core value that emphasizes on smooth interpersonal communication with someone who is *Hindi Ibang Tao*. These rallies which feature a massive crowd in select locations explicitly mentioned in the post shows fellow Filipinos who support Duterte's presidential bid. By doing this, the content is able to show how fellow Filipinos, or the readers *kapwa* approves of Duterte. After all, Duterte is *Hindi Ibang Tao*, and since the readers *kapwa* approves of Duterte, the reader is then compelled to *makiisa*, or to be one with his fellow Filipino people to rally for Duterte.

Duterte embodied the Filipino anger by criticizing his critics and his candidacy and the lowball attacks to his reputation through what the Mocha Uson Blog has tagged as biased media and used this anger to empower citizen-initiated content to flourish, which was explained earlier.

In Fife' (2010) exploration on the usage of Facebook as a rhetorical artifact with her students, the study showed that people have used social media to show their best side, but Uson has done quite the opposite in showcasing Duterte, where she showed his authenticity. In a platform like Facebook, where everyone, especially running candidates, put their best foot forward, the Mocha Uson Blog has put Duterte's "real" foot forward, not only as a presidential candidate but as a *kapwa* Filipino.

The promise of *Tunay na Pagbabago* has become more resonant as the Mocha Uson Blog was able to package Duterte as the change people wanted, by parading his achievements in Davao, much like the surveillance cameras in Davao, as shown in fig. 26

(see also appendices B and C, post 39) and the Davao emergency response operations in post 37 (see appendices B and C), and presenting them as the future of the countries as Duterte's embodiment of the promise. By showing these, the Mocha Uson Blog is able to use logos to show the factual life of people touched by Duterte's governance (Covino and Joliffe, 2011).

Figure 37. Surveillance cameras and CCTVs monitoring in Davao



By utilizing Enriquez' (1978) Filipino Social Psychology concept of *kapwa* and *pagkakaisa*, the Mocha Uson Blog was able to highlight the function of converting supporters by parading Duterte's achievements in Davao and mobilizing supporters in believing Duterte's call of *Tunay na Pagbabago*, not only in Davao but to the country, as it appeals to concrete evidences of true change brought by new governance.

## SYNTHESIS

The Mocha Uson Blog, as a mode of political blogging, creates a better and favorable image of a politician (Lethi, 2011) by appealing to the logos, ethos, and pathos

through various manifestations of mobilizing support on Duterte's campaign, converting apolitical voters, and antagonizing Duterte's enemies.

The Mocha Uson Blog's rhetoric on Duterte's 2016 presidential candidacy is that Duterte is one of the Filipino masses' own – a *kapwa*, who will bring societal change, or *Tunay na Pagbabago*. By doing this, the page was able to present Duterte, not just as a presidential candidate, but as a competent *kapwa* Filipino: (1) someone who speaks the same language as the masses do as evidenced by the discussion on the rhetoric of language; (2) someone who is loved and supported by Filipinos who endorse his candidacy and attend his campaign rallies and produce content and merchandise branded as Duterte's own exemplified by the rhetoric of endorsers and the masses support; (3) someone who experiences unfair treatment by the government, as well as by the media which was argued by the rhetoric of biased media, and the antagonization of the government and other politicians; and (4) someone who also wants genuine change to happen in the nation, or *Tunay na Pagbabago* as shown by Duterte's success in his Davao governance, shown in the rhetoric of his Filipinoness.

By doing all of these, the Mocha Uson Blog was able to communicate that Duterte was the best presidential candidate, and its rhetoric was able to express the unity the Filipino people in supporting Duterte – a candidate who is one of their own who will bring the change that they have been longing for.

## CHAPTER SIX

### SUMMARY AND CONCLUSION

In the previous chapter, the researcher presented the analyzed data that aims to understand and evaluate the rhetoric of the Mocha Uson Blog towards Duterte's presidential candidacy.

As citizen-initiated campaigning flourishes with the ubiquity of social media, citizen-initiated content raises discourse on how blogs communicated support on politicians, especially during the campaign season to entice and recruit voters over to the other side of the fence.

By gathering 165 politically-charged content from the Mocha Uson Blog during the campaign period of the 2016 election that directly mentioned Duterte, promoted Duterte, and/or mentioned other candidates in that same election, 58 posts that garnered the average engagement of 34,496 were analyzed using Digital Rhetorical Analysis through the lens Eyman's (2015) Canons of Digital Rhetoric, Foss' (2005) Theory on Visual Rhetoric, Aguirre's (2017) New Typology of Social Media Usage, and Covino and Joliffe's (2011) discussion of the rhetorical appeals, the researcher was able to identify the main points and general rhetoric of the Mocha Uson Blog on Duterte's campaign and generate trends that showcases how the Mocha Uson Blog presented Duterte and his campaign on the digital sphere.

The Mocha Uson Blog, primarily, as a political blog creates a better and favorable image (Lethi, 2011) of Duterte. However, the rhetoric of the Mocha Uson Blog focused on the following manifestation: (1) the usage of text, image, and video; (2) variation of

language; (3) presence of endorsers; (4) the support of the masses; (5) media's bias reporting and coverage of Duterte's campaign; (6) antagonizing the administration and politicians; and (7) uncovering Duterte's Filipinoness.

Through these manifestations, the Mocha Uson Blog's rhetoric that shows Duterte as a competent *kapwa* Filipino who: (1) speaks the same language as the masses; (2) is loved and supported by Filipinos who endorse his candidacy and attend his campaign rallies and produce content and merchandise branded as Duterte's own; (3) experiences unfair treatment by the government, as well as by the media; and (4) also wants genuine change to happen in the nation, or *Tunay na Pagbabago* as shown by Duterte's success in his Davao governance.

Mocha Uson Blog unifies the Filipino people into supporting Duterte by branding him as one of their (the masses') own who will bring wanted change, thereby the best presidential candidate for the 2016 elections.

## **CHAPTER SEVEN**

### **IMPLICATIONS AND RECOMMENDATIONS**

#### **A. THEORETICAL ISSUES**

The researcher believes that this study has opened the door to understanding how social media has utilized to persuade people into believing a rhetoric of a political blog in the digital realm.

Eyman's (2015) canons of digital rhetoric were able to show how rhetoric manifests by means of digital communication. In this study, the researcher zoomed in social media. Given this, it shows that the canons of digital rhetoric still apply to social media. However, the researcher believes that since social media converges classical and contemporary means of communication, digital and classical rhetoric could bring forth a kind of framework that marries the two.

Aguirre's (2017) New Typology of Social Media Usage was able to provide a clear-cut categorization of political content on social media, which greatly helped this study in narrowing down the rhetoric of a social media page. Although having a strongly defined categorization is helpful, having a flexible classification can be helpful in making more real-life applications of such functions.

#### **B. METHODOLOGICAL ISSUES**

Social media studies opened a new frontier for mass communication. With the ubiquity of online content, researchers have a more convenient way of collating data,



samples, and research instruments. As an evidence to this, the researcher of this study was able to easily backtrack 165 politically-charged post of the Mocha Uson Blog from three years ago, as of writing, which made analyzing the rhetoric simpler.

Rhetorical analysis allowed this study to create its own research structure in analyzing the content of a social media page branded as a political blog. However, such freedom can cause confusion, which the researcher has faced. The researcher suggests a more guided flow of research of rhetorical analysis be formulated for future studies concerning distribution through mass medium.

### C. PRACTICAL ISSUES

Following the online presence that the Mocha Uson Blog provided for Duterte's campaign, the researcher suggests comparing and contrasting the efforts exerted by the page in comparison to the efforts performed by Duterte's campaign team, and answer the question, "Does the Mocha Uson Blog's reflect the rhetoric of Duterte's presidential campaign?"

With analyzing the strategies implemented by the Mocha Uson Blog during the campaign period of the 2016 election, the researcher suggests future research to extend its scope with content posted even after Duterte has been seated as president in order to explore whether similar approaches are still conducted to promote his administration

Furthermore, conducting an audience study geared towards confirming the effectivity of such efforts during campaign season to mobilize support, convert masses,

and antagonize opponents to persuade voters in participating in the election and casting their vote for the candidate the campaign promotes can also be implemented.

Lastly, the researcher suggests conducting a study to determine how the choice of social media platform that produces such content can affect the vastness, as well as the diversity, of people who were reached by the content.

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## APPENDIX A

### LINKS OF POLITICALLY-CHARGED POSTS AND THEIR ENGAGEMENTS FROM THE MOCHA USON BLOG

No.	Link	Date posted	Number of Reactions	Number of Comments	Number of Shares	Total Number of Engagements
1	<a href="https://www.facebook.com/Mochablommer/videos/10154019189251522/">https://www.facebook.com/Mochablommer/videos/10154019189251522/</a>	February 27, 2016 at 4:07 AM	169000	8700	154000	331700
2	<a href="https://www.facebook.com/Mochablommer/videos/10154214571596522/">https://www.facebook.com/Mochablommer/videos/10154214571596522/</a>	May 5, 2016 at 6:18 AM	90000	2800	93000	185800
3	<a href="https://www.facebook.com/Mochablommer/videos/10154017189456522/">https://www.facebook.com/Mochablommer/videos/10154017189456522/</a>	February 26, 2016 at 5:53 PM	83000	5400	95000	183400
4	<a href="https://www.facebook.com/Mochablommer/videos/10154079880791522/">https://www.facebook.com/Mochablommer/videos/10154079880791522/</a>	March 19, 2016 at 5:51 AM	88000	4800	77000	169800
5	<a href="https://www.facebook.com/Mochablommer/videos/10154219403896522/">https://www.facebook.com/Mochablommer/videos/10154219403896522/</a>	May 7, 2016 at 4:41 AM	75000	6900	59000	140900
6	<a href="https://www.facebook.com/Mochablommer/videos/10154032117931522/">https://www.facebook.com/Mochablommer/videos/10154032117931522/</a>	March 3, 2016 at 1:15 PM	49000	3900	53000	105900
7	<a href="https://www.facebook.com/Mochablommer/photos/p.10154182642206522/10154182642206522/?type=1">https://www.facebook.com/Mochablommer/photos/p.10154182642206522/10154182642206522/?type=1</a>	April 21, 2016 at 10:20 AM	59000	8200	31000	98200

8	<a href="https://www.facebook.com/Mochablogger/videos/10154191210641522/?v=10154191210641522">https://www.facebook.com/Mochablogger/videos/10154191210641522/?v=10154191210641522</a>	April 25, 2016 at 6:12 AM	52000	2500	40000	94500
9	<a href="https://www.facebook.com/Mochablogger/photos/p.10154194077411522/10154194077411522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154194077411522/10154194077411522/?type=1</a>	April 26, 2016 at 1:51 PM	65000	2500	27000	94500
10	<a href="https://www.facebook.com/Mochablogger/photos/p.10154139214946522/10154139214946522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154139214946522/10154139214946522/?type=1</a>	April 3, 2016 at 5:59 PM	66000	2600	25000	93600
11	<a href="https://www.facebook.com/Mochablogger/photos/p.10154208702356522/10154208702356522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154208702356522/10154208702356522/?type=1</a>	May 2, 2016 at 9:33 PM	72000	1700	10000	83700
12	<a href="https://www.facebook.com/Mochablogger/photos/p.10154196561046522/10154196561046522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154196561046522/10154196561046522/?type=1</a>	April 27, 2016 at 5:00 PM	64000	1800	17000	82800
13	<a href="https://www.facebook.com/Mochablogger/photos/p.10154139416161522/10154139416161522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154139416161522/10154139416161522/?type=1</a>	April 3, 2016 at 7:55 PM	54000	3200	21000	78200
14	<a href="https://www.facebook.com/Mochablogger/videos/10154214424791522/">https://www.facebook.com/Mochablogger/videos/10154214424791522/</a>	May 5, 2016 at 5:00 AM	38000	2800	35000	75800
15	<a href="https://www.facebook.com/Mochablogger/photos/p.10154009197986522/10154009197986522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154009197986522/10154009197986522/?type=1</a>	February 22, 2016 at 10:32 PM	38000	7500	28000	73500

16	<a href="https://www.facebook.com/Mochablogger/photos/p.10154134415136522/10154134415136522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154134415136522/10154134415136522/?type=1</a>	April 1, 2016 at 9:03 PM	59000	1300	11000	71300
17	<a href="https://www.facebook.com/Mochablogger/videos/10154218156096522/">https://www.facebook.com/Mochablogger/videos/10154218156096522/</a>	May 6, 2016 at 5:57 PM	35000	13000	21000	69000
18	<a href="https://www.facebook.com/Mochablogger/photos/p.10154046831701522/10154046831701522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154046831701522/10154046831701522/?type=1</a>	March 8, 2016 at 11:15 AM	37000	1000	30000	68000
19	<a href="https://www.facebook.com/Mochablogger/videos/10154216290881522/">https://www.facebook.com/Mochablogger/videos/10154216290881522/</a>	May 5, 2016 at 11:53 PM	34000	2300	28000	64300
20	<a href="https://www.facebook.com/Mochablogger/photos/p.10154176177471522/10154176177471522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154176177471522/10154176177471522/?type=1</a>	April 18, 2016 at 5:59 PM	54000	878	8200	63078
21	<a href="https://www.facebook.com/Mochablogger/photos/p.10154180888246522/10154180888246522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154180888246522/10154180888246522/?type=1</a>	April 20, 2016 at 4:40 PM	60000	397	2500	62897
22	<a href="https://www.facebook.com/Mochablogger/videos/10154052965816522/">https://www.facebook.com/Mochablogger/videos/10154052965816522/</a>	March 10, 2016 at 4:39 AM	28000	3400	31000	62400
23	<a href="https://www.facebook.com/Mochablogger/photos/p.10154196621241522/10154196621241522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154196621241522/10154196621241522/?type=1</a>	April 27, 2016 at 6:01 PM	50000	1000	10000	61000

24	<a href="https://www.facebook.com/Mochablogger/photos/p.10154189825871522/10154189825871522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154189825871522/10154189825871522/?type=1</a>	April 24, 2016 at 5:49 PM	55000	1500	4400	60900
25	<a href="https://www.facebook.com/Mochablogger/photos/p.10154211602401522/10154211602401522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154211602401522/10154211602401522/?type=1</a>	May 4, 2016 at 1:09 AM	44000	1300	14000	59300
26	<a href="https://www.facebook.com/Mochablogger/photos/p.10154193846861522/10154193846861522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154193846861522/10154193846861522/?type=1</a>	April 26, 2016 at 11:05 AM	34000	1800	22000	57800
27	<a href="https://www.facebook.com/Mochablogger/photos/p.10154167662596522/10154167662596522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154167662596522/10154167662596522/?type=1</a>	April 14, 2016 at 8:31 PM	41000	2600	10000	53600
28	<a href="https://www.facebook.com/Mochablogger/photos/p.10154030008516522/10154030008516522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154030008516522/10154030008516522/?type=1</a>	March 2, 2016 at 4:22 PM	50000	597	3000	53597
29	<a href="https://www.facebook.com/Mochablogger/photos/p.10154213146306522/10154213146306522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154213146306522/10154213146306522/?type=1</a>	May 4, 2016 at 4:51 PM	38000	2600	12000	52600
30	<a href="https://www.facebook.com/Mochablogger/videos/10153988544901522/">https://www.facebook.com/Mochablogger/videos/10153988544901522/</a>	February 13, 2016 at 1:14 PM	21000	1500	27000	49500
31	<a href="https://www.facebook.com/Mochablogger/photos/p.10154202125556522/10154202125556522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154202125556522/10154202125556522/?type=1</a>	April 30, 2016 at 2:21 AM	22000	5100	22000	49100

32	<a href="https://www.facebook.com/Mochablogger/photos/p.10154050794181522/10154050794181522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154050794181522/10154050794181522/?type=1</a>	March 9, 2016 at 6:50 AM	39000	1200	8400	48600
33	<a href="https://www.facebook.com/Mochablogger/photos/p.10154166315766522/10154166315766522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154166315766522/10154166315766522/?type=1</a>	April 14, 2016 at 4:39 AM	24000	5100	18000	47100
34	<a href="https://www.facebook.com/Mochablogger/photos/p.10154178603646522/10154178603646522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154178603646522/10154178603646522/?type=1</a>	April 19, 2016 at 7:39 PM	38000	1200	7700	46900
35	<a href="https://www.facebook.com/Mochablogger/photos/p.10154178365391522/10154178365391522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154178365391522/10154178365391522/?type=1</a>	April 19, 2016 at 4:48 PM	42000	996	3000	45996
36	<a href="https://www.facebook.com/Mochablogger/photos/p.10154153497381522/10154153497381522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154153497381522/10154153497381522/?type=1</a>	April 9, 2016 at 6:13 AM	40000	1000	4800	45800
37	<a href="https://www.facebook.com/Mochablogger/videos/10153979525466522/">https://www.facebook.com/Mochablogger/videos/10153979525466522/</a>	February 9, 2016 at 6:00 AM	20000	1200	20000	41200
38	<a href="https://www.facebook.com/Mochablogger/photos/p.10154192338516522/10154192338516522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154192338516522/10154192338516522/?type=1</a>	April 25, 2016 at 7:11 PM	39000	695	1500	41195
39	<a href="https://www.facebook.com/Mochablogger/photos/p.10154156841986522/10154156841986522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154156841986522/10154156841986522/?type=1</a>	April 10, 2016 at 2:18 PM	34000	595	6300	40895

40	<a href="https://www.facebook.com/Mochablogger/photos/p.10154203542621522/10154203542621522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154203542621522/10154203542621522/?type=1</a>	April 30, 2016 at 6:16 PM	26000	865	14000	40865
41	<a href="https://www.facebook.com/Mochablogger/photos/p.10154078418716522/10154078418716522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154078418716522/10154078418716522/?type=1</a>	March 18, 2016 at 8:03 PM	38000	434	2100	40534
42	<a href="https://www.facebook.com/Mochablogger/photos/a.336559381521/10154209436656522/?type=3&amp;theater">https://www.facebook.com/Mochablogger/photos/a.336559381521/10154209436656522/?type=3&amp;theater</a>	May 3, 2016 at 6:13 AM	16000	3100	21000	40100
43	<a href="https://www.facebook.com/Mochablogger/photos/p.10154101517511522/10154101517511522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154101517511522/10154101517511522/?type=1</a>	March 24, 2016 at 11:44 PM	22000	6600	11000	39600
44	<a href="https://www.facebook.com/Mochablogger/photos/p.10154139861101522/10154139861101522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154139861101522/10154139861101522/?type=1</a>	April 3, 2016 at 11:41 PM	28000	562	11000	39562
45	<a href="https://www.facebook.com/Mochablogger/videos/10154204418286522/">https://www.facebook.com/Mochablogger/videos/10154204418286522/</a>	May 1, 2016 at 2:44 AM	23000	1400	15000	39400
46	<a href="https://www.facebook.com/Mochablogger/photos/p.10154052174671522/10154052174671522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154052174671522/10154052174671522/?type=1</a>	March 9, 2016 at 9:45 PM	38000	520	705	39225
47	<a href="https://www.facebook.com/Mochablogger/photos/p.10154155547211522/10154155547211522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154155547211522/10154155547211522/?type=1</a>	April 10, 2016 at 2:29 AM	27000	1000	11000	39000

48	<a href="https://www.facebook.com/Mochablogger/photos/p.10154180963241522/10154180963241522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154180963241522/10154180963241522/?type=1</a>	April 20, 2016 at 5:45 PM	29000	960	8000	37960
49	<a href="https://www.facebook.com/Mochablogger/videos/10154174191106522/">https://www.facebook.com/Mochablogger/videos/10154174191106522/</a>	April 17, 2016 at 10:03 PM	18000	2600	17000	37600
50	<a href="https://www.facebook.com/Mochablogger/photos/p.10154135745866522/10154135745866522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154135745866522/10154135745866522/?type=1</a>	April 2, 2016 at 6:47 AM	36000	437	984	37421
51	<a href="https://www.facebook.com/Mochablogger/photos/p.10154175395386522/10154175395386522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154175395386522/10154175395386522/?type=1</a>	April 18, 2016 at 8:00 AM	36000	707	631	37338
52	<a href="https://www.facebook.com/Mochablogger/photos/p.10154210651211522/10154210651211522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154210651211522/10154210651211522/?type=1</a>	May 3, 2016 at 3:32 PM	29000	1300	6700	37000
53	<a href="https://www.facebook.com/Mochablogger/photos/p.10154191855991522/10154191855991522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154191855991522/10154191855991522/?type=1</a>	April 25, 2016 at 12:45 PM	32000	488	4000	36488
54	<a href="https://www.facebook.com/Mochablogger/photos/p.10154213143511522/10154213143511522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154213143511522/10154213143511522/?type=1</a>	May 4, 2016 at 4:48 PM	21000	1200	14000	36200
55	<a href="https://www.facebook.com/Mochablogger/photos/p.10154070339976522/10154070339976522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154070339976522/10154070339976522/?type=1</a>	March 16, 2016 at 4:27 AM	34000	359	1300	35659



56	<a href="https://www.facebook.com/Mochabl ogger/photos/p.10154052203511522 /10154052203511522/?type=1">https://www.facebook.com/Mochabl ogger/photos/p.10154052203511522 /10154052203511522/?type=1</a>	March 9, 2016 at 9:57 PM	34000	433	482	34915
57	<a href="https://www.facebook.com/Mochabl ogger/photos/p.10154199847781522 /10154199847781522/?type=1">https://www.facebook.com/Mochabl ogger/photos/p.10154199847781522 /10154199847781522/?type=1</a>	April 29, 2016 at 3:10 AM	25000	1000	8800	34800
58	<a href="https://www.facebook.com/Mochabl ogger/photos/p.10154201557691522 /10154201557691522/?type=1">https://www.facebook.com/Mochabl ogger/photos/p.10154201557691522 /10154201557691522/?type=1</a>	April 29, 2016 at 9:33 PM	31000	813	2700	34513
59	<a href="https://www.facebook.com/Mochabl ogger/photos/p.10154168450946522 /10154168450946522/?type=1">https://www.facebook.com/Mochabl ogger/photos/p.10154168450946522 /10154168450946522/?type=1</a>	April 15, 2016 at 4:30 AM	15000	3100	16000	34100
60	<a href="https://www.facebook.com/Mochabl ogger/photos/p.10154217923681522 /10154217923681522/?type=1">https://www.facebook.com/Mochabl ogger/photos/p.10154217923681522 /10154217923681522/?type=1</a>	May 6, 2016 at 3:11 PM	27000	876	5700	33576
61	<a href="https://www.facebook.com/Mochabl ogger/photos/p.10153994245821522 /10153994245821522/?type=1">https://www.facebook.com/Mochabl ogger/photos/p.10153994245821522 /10153994245821522/?type=1</a>	February 16, 2016 at 1:38 AM	32000	389	540	32929
62	<a href="https://www.facebook.com/Mochabl ogger/photos/p.10154154637516522 /10154154637516522/?type=1">https://www.facebook.com/Mochabl ogger/photos/p.10154154637516522 /10154154637516522/?type=1</a>	April 9, 2016 at 5:56 PM	27000	562	5300	32862
63	<a href="https://www.facebook.com/Mochabl ogger/photos/p.10154142015521522 /10154142015521522/?type=1">https://www.facebook.com/Mochabl ogger/photos/p.10154142015521522 /10154142015521522/?type=1</a>	April 4, 2016 at 7:47 PM	30000	1000	1600	32600

64	<a href="https://www.facebook.com/Mochablogger/photos/p.10154038098651522/10154038098651522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154038098651522/10154038098651522/?type=1</a>	March 5, 2016 at 5:36 PM	26000	795	5300	32095
65	<a href="https://www.facebook.com/Mochablogger/videos/10154014619166522/">https://www.facebook.com/Mochablogger/videos/10154014619166522/</a>	February 25, 2016 at 4:59 AM	12000	899	19000	31899
66	<a href="https://www.facebook.com/Mochablogger/photos/p.10154174495946522/10154174495946522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154174495946522/10154174495946522/?type=1</a>	April 18, 2016 at 12:54 AM ·	19000	2100	10000	31100
67	<a href="https://www.facebook.com/Mochablogger/photos/p.10154160675316522/10154160675316522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154160675316522/10154160675316522/?type=1</a>	April 12, 2016 at 1:23 AM	23000	1000	6400	30400
68	<a href="https://www.facebook.com/Mochablogger/photos/p.10154089300731522/10154089300731522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154089300731522/10154089300731522/?type=1</a>	March 22, 2016 at 1:37 AM	24000	969	5400	30369
69	<a href="https://www.facebook.com/Mochablogger/photos/p.10154178590861522/10154178590861522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154178590861522/10154178590861522/?type=1</a>	April 19, 2016 at 7:34 PM	28000	356	2000	30356
70	<a href="https://www.facebook.com/Mochablogger/photos/p.10154177992436522/10154177992436522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154177992436522/10154177992436522/?type=1</a>	April 19, 2016 at 11:57 AM ·	29000	291	944	30235
71	<a href="https://www.facebook.com/Mochablogger/videos/10154026405826522/">https://www.facebook.com/Mochablogger/videos/10154026405826522/</a>	March 1, 2016 at 5:01 AM	14000	1200	15000	30200

72	<a href="https://www.facebook.com/Mochablogger/photos/p.10154052147371522/10154052147371522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154052147371522/10154052147371522/?type=1</a>	March 9, 2016 at 9:36 PM	29000	354	372	29726
73	<a href="https://www.facebook.com/Mochablogger/photos/p.10154138390546522/10154138390546522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154138390546522/10154138390546522/?type=1</a>	April 3, 2016 at 9:26 AM	29000	414	267	29681
74	<a href="https://www.facebook.com/Mochablogger/posts/10154209858396522">https://www.facebook.com/Mochablogger/posts/10154209858396522</a>	May 3, 2016 at 7:22 AM	21000	1600	6600	29200
75	<a href="https://www.facebook.com/Mochablogger/videos/10154195477831522/">https://www.facebook.com/Mochablogger/videos/10154195477831522/</a>	April 27, 2016 at 4:54 AM	17000	991	11000	28991
76	<a href="https://www.facebook.com/Mochablogger/photos/p.10154203968311522/10154203968311522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154203968311522/10154203968311522/?type=1</a>	April 30, 2016 at 10:41 PM	24000	751	4200	28951
77	<a href="https://www.facebook.com/Mochablogger/photos/p.10154075303056522/10154075303056522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154075303056522/10154075303056522/?type=1</a>	March 17, 2016 at 8:09 PM ·	26000	715	2100	28815
78	<a href="https://www.facebook.com/Mochablogger/photos/p.10154180266681522/10154180266681522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154180266681522/10154180266681522/?type=1</a>	April 20, 2016 at 9:14 AM	20000	1700	6400	28100
79	<a href="https://www.facebook.com/Mochablogger/photos/p.10154049232496522/10154049232496522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154049232496522/10154049232496522/?type=1</a>	March 8, 2016 at 11:20 PM	26000	941	922	27863

80	<a href="https://www.facebook.com/Mochablogger/photos/p.10153992315316522/10153992315316522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10153992315316522/10153992315316522/?type=1</a>	February 15, 2016 at 4:28 AM	27000	294	413	27707
81	<a href="https://www.facebook.com/Mochablogger/photos/p.10154185595066522/10154185595066522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154185595066522/10154185595066522/?type=1</a>	April 22, 2016 at 7:44 PM	22000	924	4600	27524
82	<a href="https://www.facebook.com/Mochablogger/photos/p.10154150237421522/10154150237421522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154150237421522/10154150237421522/?type=1</a>	April 7, 2016 at 11:58 PM	26000	433	879	27312
83	<a href="https://www.facebook.com/Mochablogger/photos/p.10154177909711522/10154177909711522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154177909711522/10154177909711522/?type=1</a>	April 19, 2016 at 10:58 AM	26000	390	820	27210
84	<a href="https://www.facebook.com/Mochablogger/photos/p.10154200830066522/10154200830066522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154200830066522/10154200830066522/?type=1</a>	April 29, 2016 at 11:54 AM	19000	746	6800	26546
85	<a href="https://www.facebook.com/Mochablogger/photos/p.10154068929281522/10154068929281522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154068929281522/10154068929281522/?type=1</a>	March 15, 2016 at 5:06 PM	22000	469	4000	26469
86	<a href="https://www.facebook.com/Mochablogger/photos/p.10154063707756522/10154063707756522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154063707756522/10154063707756522/?type=1</a>	March 13, 2016 at 8:51 PM	18000	1100	6700	25800
87	<a href="https://www.facebook.com/Mochablogger/photos/p.10154201441716522/10154201441716522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154201441716522/10154201441716522/?type=1</a>	April 29, 2016 at 8:06 PM	20000	1500	3800	25300

88	<a href="https://www.facebook.com/Mochablogger/videos/10154173766811522/">https://www.facebook.com/Mochablogger/videos/10154173766811522/</a>	April 17, 2016 at 4:59 PM	12000	1100	12000	25100
89	<a href="https://www.facebook.com/Mochablogger/photos/p.10154164860461522/10154164860461522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154164860461522/10154164860461522/?type=1</a>	April 13, 2016 at 2:02 PM ·	19000	487	5300	24787
90	<a href="https://www.facebook.com/Mochablogger/photos/p.10154051940356522/10154051940356522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154051940356522/10154051940356522/?type=1</a>	March 9, 2016 at 7:28 PM	12000	408	12000	24408
91	<a href="https://www.facebook.com/Mochablogger/photos/p.10154130312006522/10154130312006522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154130312006522/10154130312006522/?type=1</a>	March 31, 2016 at 7:25 PM	19000	1000	4100	24100
92	<a href="https://www.facebook.com/Mochablogger/photos/p.10154216172126522/10154216172126522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154216172126522/10154216172126522/?type=1</a>	May 5, 2016 at 10:38 PM ·	23000	298	378	23676
93	<a href="https://www.facebook.com/Mochablogger/photos/p.10154184726986522/10154184726986522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154184726986522/10154184726986522/?type=1</a>	April 22, 2016 at 9:02 AM	23000	209	244	23453
94	<a href="https://www.facebook.com/Mochablogger/photos/p.10154198657911522/10154198657911522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154198657911522/10154198657911522/?type=1</a>	April 28, 2016 at 1:33 PM	21000	302	1400	22702
95	<a href="https://www.facebook.com/Mochablogger/videos/10154065217891522/">https://www.facebook.com/Mochablogger/videos/10154065217891522/</a>	March 14, 2016 at 8:29 AM ·	8900	2900	10000	21800

96	<a href="https://www.facebook.com/Mochabl ogger/photos/p.10154081053166522 /10154081053166522/?type=1">https://www.facebook.com/Mochabl ogger/photos/p.10154081053166522 /10154081053166522/?type=1</a>	March 19, 2016 at 2:17 PM	21000	213	399	21612
97	<a href="https://www.facebook.com/Mochabl ogger/videos/10154212135381522/">https://www.facebook.com/Mochabl ogger/videos/10154212135381522/</a>	May 4, 2016 at 5:44 AM	13000	449	7600	21049
98	<a href="https://www.facebook.com/Mochabl ogger/photos/p.10154174909511522 /10154174909511522/?type=1">https://www.facebook.com/Mochabl ogger/photos/p.10154174909511522 /10154174909511522/?type=1</a>	April 18, 2016 at 4:00 AM	20000	221	515	20736
99	<a href="https://www.facebook.com/Mochabl ogger/videos/10154023738206522/">https://www.facebook.com/Mochabl ogger/videos/10154023738206522/</a>	February 29, 2016 at 3:28 AM	13000	715	6200	19915
100	<a href="https://www.facebook.com/Mochabl ogger/photos/p.10154176106651522 /10154176106651522/?type=1">https://www.facebook.com/Mochabl ogger/photos/p.10154176106651522 /10154176106651522/?type=1</a>	April 18, 2016 at 4:55 PM	19000	206	449	19655
101	<a href="https://www.facebook.com/Mochabl ogger/photos/p.10154218154576522 /10154218154576522/?type=1">https://www.facebook.com/Mochabl ogger/photos/p.10154218154576522 /10154218154576522/?type=1</a>	May 6, 2016 at 5:52 PM	19000	125	454	19579
102	<a href="https://www.facebook.com/Mochabl ogger/photos/p.10154096806451522 /10154096806451522/?type=1">https://www.facebook.com/Mochabl ogger/photos/p.10154096806451522 /10154096806451522/?type=1</a>	March 23, 2016 at 10:03 PM	17000	278	2100	19378
103	<a href="https://www.facebook.com/Mochabl ogger/videos/10154119874061522/">https://www.facebook.com/Mochabl ogger/videos/10154119874061522/</a>	March 29, 2016 at 6:10 AM	10000	5600	3200	18800

104	<a href="https://www.facebook.com/Mochablogger/photos/p.10154218476216522/10154218476216522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154218476216522/10154218476216522/?type=1</a>	May 6, 2016 at 8:50 PM	17000	209	1500	18709
105	<a href="https://www.facebook.com/Mochablogger/photos/p.10154221101991522/10154221101991522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154221101991522/10154221101991522/?type=1</a>	May 7, 2016 at 9:52 PM	17000	339	955	18294
106	<a href="https://www.facebook.com/Mochablogger/videos/10154209702631522/">https://www.facebook.com/Mochablogger/videos/10154209702631522/</a>	May 3, 2016 at 7:37 AM	13000	554	4000	17554
107	<a href="https://www.facebook.com/Mochablogger/photos/p.10154147424921522/10154147424921522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154147424921522/10154147424921522/?type=1</a>	April 6, 2016 at 10:02 PM	13000	444	4100	17544
108	<a href="https://www.facebook.com/Mochablogger/videos/10154001238356522/">https://www.facebook.com/Mochablogger/videos/10154001238356522/</a>	February 19, 2016 at 8:26 AM	12000	1600	3300	16900
109	<a href="https://www.facebook.com/Mochablogger/photos/p.10154061105896522/10154061105896522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154061105896522/10154061105896522/?type=1</a>	March 12, 2016 at 10:05 PM	11000	510	4500	16010
110	<a href="https://www.facebook.com/Mochablogger/photos/p.10154054951406522/10154054951406522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154054951406522/10154054951406522/?type=1</a>	March 11, 2016 at 12:12 AM	14000	62	163	14225
111	<a href="https://www.facebook.com/Mochablogger/photos/p.10154180916996522/10154180916996522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154180916996522/10154180916996522/?type=1</a>	April 20, 2016 at 5:06 PM	13000	277	729	14006

112	<a href="https://www.facebook.com/Mochablogger/photos/p.10154175258596522/10154175258596522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154175258596522/10154175258596522/?type=1</a>	April 18, 2016 at 6:31 AM	9300	829	3600	13729
113	<a href="https://www.facebook.com/Mochablogger/photos/p.10154151639916522/10154151639916522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154151639916522/10154151639916522/?type=1</a>	April 8, 2016 at 12:00 PM	12000	333	1100	13433
114	<a href="https://www.facebook.com/Mochablogger/photos/p.10154211321866522/10154211321866522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154211321866522/10154211321866522/?type=1</a>	May 3, 2016 at 11:07 PM	9900	1800	1000	12700
115	<a href="https://www.facebook.com/Mochablogger/photos/p.10154114281666522/10154114281666522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154114281666522/10154114281666522/?type=1</a>	March 27, 2016 at 9:42 PM	12000	299	329	12628
116	<a href="https://www.facebook.com/Mochablogger/videos/10154215775791522/">https://www.facebook.com/Mochablogger/videos/10154215775791522/</a>	May 5, 2016 at 7:22 PM	8400	622	3500	12522
117	<a href="https://www.facebook.com/Mochablogger/photos/p.10154210821261522/10154210821261522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154210821261522/10154210821261522/?type=1</a>	May 3, 2016 at 6:00 PM	12000	173	242	12415
118	<a href="https://www.facebook.com/Mochablogger/photos/p.10154037883681522/10154037883681522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154037883681522/10154037883681522/?type=1</a>	March 5, 2016 at 3:10 PM	12000	215	188	12403
119	<a href="https://www.facebook.com/Mochablogger/photos/p.10153979378836522/10153979378836522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10153979378836522/10153979378836522/?type=1</a>	February 9, 2016 at 4:18 AM	5100	1400	5900	12400



120	<a href="https://www.facebook.com/Mochablogger/photos/p.10154200897001522/10154200897001522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154200897001522/10154200897001522/?type=1</a>	April 29, 2016 at 12:42 PM ·	7400	1700	2400	11500
121	<a href="https://www.facebook.com/Mochablogger/photos/p.10154081016056522/10154081016056522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154081016056522/10154081016056522/?type=1</a>	March 19, 2016 at 1:54 PM	11000	157	340	11497
122	<a href="https://www.facebook.com/Mochablogger/photos/p.10154197271541522/10154197271541522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154197271541522/10154197271541522/?type=1</a>	April 28, 2016 at 12:40 AM	11000	138	282	11420
123	<a href="https://www.facebook.com/Mochablogger/photos/p.10154135895846522/10154135895846522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154135895846522/10154135895846522/?type=1</a>	April 2, 2016 at 8:02 AM	10000	192	1100	11292
124	<a href="https://www.facebook.com/Mochablogger/photos/p.10154016387391522/10154016387391522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154016387391522/10154016387391522/?type=1</a>	February 25, 2016 at 11:43 PM ·	10000	687	225	10912
125	<a href="https://www.facebook.com/Mochablogger/photos/p.10154167155241522/10154167155241522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154167155241522/10154167155241522/?type=1</a>	April 14, 2016 at 1:17 PM	8200	399	2200	10799
126	<a href="https://www.facebook.com/Mochablogger/videos/10154148252886522/">https://www.facebook.com/Mochablogger/videos/10154148252886522/</a>	April 7, 2016 at 5:15 AM	6500	225	3700	10425
127	<a href="https://www.facebook.com/Mochablogger/photos/p.10154167868451522/10154167868451522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154167868451522/10154167868451522/?type=1</a>	April 14, 2016 at 10:43 PM	9500	157	350	10007

128	<a href="https://www.facebook.com/Mochablogger/photos/p.10154044863261522/10154044863261522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154044863261522/10154044863261522/?type=1</a>	March 7, 2016 at 11:28 PM	8700	147	1100	9947
129	<a href="https://www.facebook.com/Mochablogger/photos/p.10154069567481522/10154069567481522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154069567481522/10154069567481522/?type=1</a>	March 15, 2016 at 10:24 PM	8800	182	958	9940
130	<a href="https://www.facebook.com/Mochablogger/photos/p.10154212176631522/10154212176631522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154212176631522/10154212176631522/?type=1</a>	May 4, 2016 at 5:58 AM	7200	319	2400	9919
131	<a href="https://www.facebook.com/Mochablogger/photos/p.10154029797486522/10154029797486522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154029797486522/10154029797486522/?type=1</a>	March 2, 2016 at 1:58 PM	8900	156	436	9492
132	<a href="https://www.facebook.com/Mochablogger/photos/p.10154212886401522/10154212886401522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154212886401522/10154212886401522/?type=1</a>	May 4, 2016 at 1:10 PM	8800	182	213	9195
133	<a href="https://www.facebook.com/Mochablogger/videos/10154219403896522/">https://www.facebook.com/Mochablogger/videos/10154219403896522/</a>	May 7, 2016 at 2:39 PM	8800	323	3	9126
134	<a href="https://www.facebook.com/Mochablogger/posts/10154216957846522">https://www.facebook.com/Mochablogger/posts/10154216957846522</a>	May 6, 2016 at 5:19 AM	8200	456	2	8658
135	<a href="https://www.facebook.com/Mochablogger/photos/p.10154223908231522/10154223908231522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154223908231522/10154223908231522/?type=1</a>	May 7, 2016 at 8:51 PM	8400	125	130	8655

136	<a href="https://www.facebook.com/Mochablogger/posts/10154218282021522">https://www.facebook.com/Mochablogger/posts/10154218282021522</a>	May 6, 2016 at 7:02 PM	8400	250		8650
137	<a href="https://www.facebook.com/Mochablogger/photos/pcb.10154165921161522/10154165920931522/?type=3&amp;size=960%2C640&amp;fbid=10154165920931522">https://www.facebook.com/Mochablogger/photos/pcb.10154165921161522/10154165920931522/?type=3&amp;size=960%2C640&amp;fbid=10154165920931522</a>	April 14, 2016 at 1:20 AM	7800	109	308	8217
138	<a href="https://www.facebook.com/Mochablogger/photos/pcb.10154035157156522/10154035157086522/?type=3&amp;size=706%2C698&amp;fbid=10154035157086522">https://www.facebook.com/Mochablogger/photos/pcb.10154035157156522/10154035157086522/?type=3&amp;size=706%2C698&amp;fbid=10154035157086522</a>	March 4, 2016 at 10:24 PM	6600	254	997	7851
139	<a href="https://www.facebook.com/Mochablogger/photos/pcb.10154115929306522/10154115924321522/?type=3&amp;size=840%2C960&amp;fbid=10154115924321522">https://www.facebook.com/Mochablogger/photos/pcb.10154115929306522/10154115924321522/?type=3&amp;size=840%2C960&amp;fbid=10154115924321522</a>	March 28, 2016 at 6:38 AM	7000	155	618	7773
140	<a href="https://www.facebook.com/Mochablogger/videos/10154214424791522/">https://www.facebook.com/Mochablogger/videos/10154214424791522/</a>	May 5, 2016 at 1:57 PM	7000	296		7296
141	<a href="https://www.facebook.com/Mochablogger/posts/10154205798006522">https://www.facebook.com/Mochablogger/posts/10154205798006522</a>	May 1, 2016 at 5:21 PM	5100	2100	4	7204
142	<a href="https://www.facebook.com/Mochablogger/photos/p.10154002191496522/10154002191496522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154002191496522/10154002191496522/?type=1</a>	February 19, 2016 at 9:09 PM	6400	126	116	6642

143	<a href="https://www.facebook.com/Mochablogger/photos/p.10154188188266522/10154188188266522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154188188266522/10154188188266522/?type=1</a>	April 23, 2016 at 11:24 PM	4900	657	969	6526
144	<a href="https://www.facebook.com/Mochablogger/photos/p.10154209436656522/10154209436656522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154209436656522/10154209436656522/?type=1</a>	May 3, 2016 at 9:59 PM	5800	508	6	6314
145	<a href="https://www.facebook.com/Mochablogger/photos/p.10154189381761522/10154189381761522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154189381761522/10154189381761522/?type=1</a>	April 24, 2016 at 11:36 AM	5100	237	698	6035
146	<a href="https://www.facebook.com/Mochablogger/photos/p.10154056941971522/10154056941971522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154056941971522/10154056941971522/?type=1</a>	March 11, 2016 at 8:15 PM	4600	374	1000	5974
147	<a href="https://www.facebook.com/Mochablogger/photos/p.10154007882741522/10154007882741522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154007882741522/10154007882741522/?type=1</a>	February 22, 2016 at 7:31 AM	5600	101	166	5867
148	<a href="https://www.facebook.com/Mochablogger/photos/p.10154129911601522/10154129911601522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154129911601522/10154129911601522/?type=1</a>	March 31, 2016 at 5:00 PM	4300	127	1300	5727
149	<a href="https://www.facebook.com/Mochablogger/photos/p.10154193801611522/10154193801611522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154193801611522/10154193801611522/?type=1</a>	April 24, 2016 at 10:58 PM	5300	64	170	5534
150	<a href="https://www.facebook.com/Mochablogger/videos/10154216290881522/">https://www.facebook.com/Mochablogger/videos/10154216290881522/</a>	May 6, 2016 at 12:55 PM	5300	171	1	5472

151	<a href="https://www.facebook.com/mochababesofficial/photos/p.246901092307522/246901092307522/?type=1">https://www.facebook.com/mochababesofficial/photos/p.246901092307522/246901092307522/?type=1</a>	February 9, 2016 at 6:39 AM	5100	26		5126
152	<a href="https://www.facebook.com/Mochablogger/photos/p.10154074967971522/10154074967971522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154074967971522/10154074967971522/?type=1</a>	March 17, 2016 at 5:31 PM	3900	439	597	4936
153	<a href="https://www.facebook.com/Mochablogger/posts/10154218271406522">https://www.facebook.com/Mochablogger/posts/10154218271406522</a>	May 6, 2016 at 6:57 PM	4600	135	102	4837
154	<a href="https://www.facebook.com/Mochablogger/videos/10154021143426522/">https://www.facebook.com/Mochablogger/videos/10154021143426522/</a>	February 28, 2016 at 1:37 AM	3900	168	707	4775
155	<a href="https://www.facebook.com/Mochablogger/photos/p.10154219319036522/10154219319036522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154219319036522/10154219319036522/?type=1</a>	May 7, 2016 at 3:43 AM	3400	262	897	4559
156	<a href="https://www.facebook.com/Mochablogger/videos/10153994814011522/">https://www.facebook.com/Mochablogger/videos/10153994814011522/</a>	February 16, 2016 at 7:28 AM	2400	455	1700	4555
157	<a href="https://www.facebook.com/Mochablogger/photos/a.336559381521/10154166077696522/?type=3">https://www.facebook.com/Mochablogger/photos/a.336559381521/10154166077696522/?type=3</a>	April 14, 2016 at 2:37 AM	3100	133	1100	4333
158	<a href="https://www.facebook.com/Mochablogger/videos/10154029923761522/">https://www.facebook.com/Mochablogger/videos/10154029923761522/</a>	March 2, 2016 at 3:13 PM	3400	318	285	4003
159	<a href="https://www.facebook.com/Mochablogger/photos/p.10154216171656522/10154216171656522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154216171656522/10154216171656522/?type=1</a>	May 4, 2016 at 5:39 PM	3400	174	293	3867

160	<a href="https://www.facebook.com/Mochablogger/photos/p.10153979360201522/10153979360201522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10153979360201522/10153979360201522/?type=1</a>	February 9, 2016 at 4:02 AM	3600	73	83	3756
161	<a href="https://www.facebook.com/Mochablogger/photos/p.10154009197986522/10154009197986522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154009197986522/10154009197986522/?type=1</a>	February 23, 2016 at 8:23 PM	3300	192	0	3492
162	<a href="https://www.facebook.com/Mochablogger/photos/p.10154002296641522/10154002296641522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154002296641522/10154002296641522/?type=1</a>	February 19, 2016 at 10:25 PM	2700	74	81	2855
163	<a href="https://www.facebook.com/Mochablogger/videos/10154214424791522/">https://www.facebook.com/Mochablogger/videos/10154214424791522/</a>	May 6, 2016 at 12:54 PM	2400	93	1	2494
164	<a href="https://www.facebook.com/Mochablogger/photos/p.10154042212546522/10154042212546522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154042212546522/10154042212546522/?type=1</a>	March 7, 2016 at 2:46 AM	1600	451	102	2153
165	<a href="https://www.facebook.com/Mochablogger/photos/p.10154026538816522/10154026538816522/?type=1">https://www.facebook.com/Mochablogger/photos/p.10154026538816522/10154026538816522/?type=1</a>	March 1, 2016 at 6:21 AM	1000	66	412	1478

## APPENDIX B

### TRANSCRIPTIONS OF VIDEOS AND THEIR CAPTION, AND COMPILATION OF POSTS AND THEIR CAPTION ON THE MOCHA USON BLOG

NO.	VIDEO	AUDIO	CAPTION
<b>01</b>	<p>TRT: 03:05</p> <p>Philippine flag and Duterte 2016 Banner</p> <p>Motorcade Footage</p> <p>Motorists wearing a Duterte merchandise</p> <p>People with closed fists and banner with text “CEBU FOR DUTERTE DC DUTERTE CAYETANO”</p> <p>Sebastian Duterte in a motorcade, distributing ballers</p> <p>Sebastian shaking people’s hands, campaigning</p> <p>Sebastian taking photo with people in the market</p> <p>Sebastian giving courtesy to an elder woman</p> <p>Sebastian raising closed fist</p> <p>Crowd shot, with people with closed fists as camera pans</p> <p>Woman wearing Duterte’s baller</p> <p>Men and women in different groups wearing Duterte merch (ballers, t-shirt) with their fists closed</p> <p>People with Duterte-Cayetano posters (blue and red) and stickers</p> <p>Chopper landing in a field</p> <p>Duterte coming down the chopper and welcomed by Sebastian</p> <p>Overhead crowd shot</p> <p>Duterte entering, surrounded by crowd</p> <p>Dutetre speaking in front of a crowd with</p>	<p>(0:17) SEBASTIAN DUTERTE: PALAMPASON NAKO NI NGA NAA’Y BISAYA NGA MAHIMO’G PRESIDENTE. DILI DIBA? ITUBAG NINYO DILI! (PAPALAMPASIN KO BA NA MERONG BISAYA NA MAGIGING PRESIDENTE? HINDI DIBA? ISAGOT NIYO HINDI!) CROWD: DILI! (HINDI!)</p> <p>(0:35) SEBASTIAN DUTERTE: AKO, MUPASALIG KO NINYO. ‘PAG KANA AKONG AMAHAN MAGBINUANG GANI, ‘PAG MAKATUNG-TUNG NA SIYA’G MUDAOG NA SIYA, ADTOA KO NINYOS DAVAO, BIRHA KO NINYO, IBITAY KO NINYOS PUNUAN, PUSPUSI KO NINYO, AKO’Y MAGPASALIG ANA. (AKO, SINASABI KO SA INYO. ‘PAG ITO AKING AMA, MAGLOKO ‘PAG NAKAUPON NA SIYA KUNG MANALO SIYA, PUNTAHAN NIYO AKO SA DAVAO, BITAYIN NIYO AKO SA PUNO, IPUKPOK NIYO AKO, PAG TIWALAAN NIYO AKO, SINASABI KO SA INYO.)</p> <p>(0:53) DIFFERENT CROWDS AND PEOPLE: DUTERTE! (MULTIPLE TIMES)</p> <p>(1:02) FOUR CEBUANO MEN: DIRI SA CEBU, NUMERO UNO SI DUTERTE. (DITO SA CEBU, NUMERO UNO SI DUTERTE.)</p>	<p>DUTERTE, NAPAIYAK SA CEBU</p> <p>DUTERTE, NAPAIYAK SA CEBU</p> <p>Nakakalungkot na ang mga malalaking TV STATIONS ay may kinikilingang kandidato. Lagi na lamang kulang-kulang ang ipinapakita nila pag dating kay DUTERTE kaya't siya ay nami-misinterpret. Itong video na ito ay kuha sa Cebu kung saan si DUTERTE ay napaiyak dahil sa mainit na pagsuporta ng mga CEBUANOs. Hindi po ito ipinapalabas sa mga malalaking TV stations. I-SHARE po natin ang video na ito dahil tulad nga ng sabi ni DUTERTE, "KAYO NA LANG ANG MEDIA KO". Rody Duterte #tunaynapagbabago</p>

	<p>people behind him holding up a closed fist Overhead crowd shot Duterte covered his face, as if crying, wiping his eyes with a white handkerchief, Cayetano beside him Crowd shot with blue Duterte and red cortes banner, people holding blue and red banners Duterte 2016 banner being waived Cayetano speaking</p> <p>Multiple crowd shots Duterte standing on stage, in front of the crowd Group of people on a stage, holding a banner with text "WELCOME HOME, MAYOR!" people cheering with raised closed fists Duterte with closed fist raised Fade to White Text on black space "DUTERTE-CAYETANO PARA SA TUNAY NA PAGBABAGO"</p>	<p>(1:04) DIFFERENT CROWDS AND PEOPLE: DUTERTE! (MULTIPLE TIMES)</p> <p>(1:37) CROWD: DUTERTE! (MULTIPLE TIMES) CROWD: DUTERTE! (1:50) DUTERTE: MGA KAIGSUONAN KO, MAAAYONG HAPON SA INYONG TANAN. (MGA KAPATID KO, MAGANDANG HAPON SA INYONG LAHAT.)</p> <p>(2:15) CROWD: DUTERTE! CAYETANO!</p> <p>(2:24) CAYETANO: MAAAYONG HAPON SA KANINYONG TANAN. DAGHANG SALAMAT PO SA VERY VERY WARM NA PAGTANGGAP NIYO SA SARILI NIYO PONG ANAK NG DANA... MAYOR RODRIGO DUTERTE! (MAGANDANG HAPON SA INYONG LAHAT. MARAMING SALAMAT PO SA MAINIT NA MAINIT NA PAGTANGGAP NIYO SA SARILI NIYO PONG ANAK NG DANA... MAYOR RODRIGO DUTERTE!)</p> <p>(2:50) CROWD: DUTERTE! (MULTIPLE TIMES)</p> <p>(2:57) DUTERTE: MABUHAY ANG PILIPINO.</p>	
<p><b>02</b></p>	<p>TRT: 00:30 CESAR MONTANO TALKING HEAD CHARGEN: Cesar Montano TEXT "Peace and Order" RIOT VIDEO TRAFFIC VIDEO KID SNATCHING PHONE FROM JEEP</p>	<p>MONTANO: ANO BA'NG TAKOT MO? TAKOT KA BA SA GULO SA KAPALIGIRAN?</p>	<p>Galing mo sir CESAR! Na tumbok mo. Mabuhay ka ka-DDS.</p>



	<p>TEXT "SAFETY"  NIGHT STREET VIDEO  MAN IN DARK ALLEY VIDEO  TEXT "FOOD SECURITY"  PERSON EATING FROM STYROFOAM,  NEAR GARBAGE VIDEO  MOM FEEDING SMALL CHILDREN  VIDEO  SMALL CHILDREN EATING FOOD  FROM SAME STYROFOAM VIDEO  TEXT "HEALTHCARE"  WOMAN IN HOSPITAL DRINKING  WATER VIDEO  PERSON LYING DOWN ON HOSPITAL  BED VIDEO  DUTERTE WALKING VIDEO  MONTANO TALKING HEAD  DUTERTE IN RALLY WITH RIGHT FIST  UP  CROWD CHEERING WITH FIST UP  LITTLE CHILD WITH DU30 PILIPINAS  SIGN WITH RIGHT FIST UP  PILAY WITH FIST UP  FARMER WITH HAT WITH "RODY ROA  DUTERTE  EL PRESIDENTE" WITH FIST UP  IMAGE TEXT: TAPANG AT  MALASAKIT  IMAGE: DUTERTE AND PHILIPPINE  FLAG, WITH 3 STARS AND A SUN  TEXT: "TAMA SI  DUTERTE  FOR PRESIDENT  #TAMAsiDUTERTE"</p>	<p>NA PWEDENG MAPAHAMAK ANG ANAK  MO HABANG NAGLALAKAD SA GABI?   BAKA BUKAS WALA NG MAKAIN ANG  PAMILYA MO?   TAKOT KA BA NA KAPAG MAGKASAKIT  KA AY WALA KANG MAPUNTAHANG  OSPITAL?   KAY DUTERTE, WALA TAYONG DAPAT  IKATAKOT.   DAHIL SIYA LANG ANG MAY TAPANG NA  BAGUHING LAHAT DAHIL  NAGMAMALASAKIT SIYA SA WALANG-  WALA.   VO: TAPANG AT MALASAKIT.  TAMA SI DUTERTE.</p>	
<p><b>03</b></p>	<p>TRT: 08:04  Text"Robin Padilla" in blue  Text ""Pumunta Ako Dito Ng Walang  Bayad,  PARA SA INYO"" in red  Robin Padilla speaking on a stage for an  event abroad with OFW audience</p>	<p>ROBIN PADILLA: SANA MGA MAHAL  KONG KABABAYAN, HUWAG NIYO PONG  PAKINGGAN YUNG MGA IBANG MGA  NABAYARAN. NAPAKADAMI KONG MGA  KASAMA KO ANG NABAYARAN PARA</p>	<p>Robin Padilla Libreng  Nangangampanya   I really admire Mr. Robin Padilla  for fearlessly campaigning for  DUTERTE. I've been waiting for  other Artists/Celebrities to do the  same. I know a lot of Artists who  will vote for DUTERTE but are  afraid to come out in the open  because their career might be at</p>

		<p>PUNAHIN KAYO. PARA KUMBINSIHIN KAYO NA IBOTO SI GANITO, IBOTO SI GANUN. AKO NANDITO AKO PARA IPALIWANAG KO SA INYO NA SI MAYOR DUTERTE ANG HULING BARAHA NATIN. NA KAPAG PINALAGPAS PA PO NATIN ANG PAGKAKATAON NA ITO, AY KAWAWA NA PO TAYONG MGA PILIPINO MAAWA NA PO TAYO SA SARILI NATIN. LALO NA PO SA PANAHOON NGAYON NA BUONG MUNDO AY NAKARARANAS NG KRISIS. LALO NA PO SA PANAHOON NGAYON NA ANG MGA PERA NINYO AY TALLAGANG UMUULAN SA BANSANG NATIN SANA MAY PUNTAHAN LAHAT YUNG SAKRIPISYO NINYO. IPAGLABAN PO NINYO KUNG ANO ANG TAMA SA ORAS NA ITO DAHIL 'PAG ITO LUMAGPAS PA, WALA NA. KAHIT ANONG GAWIN KO RITO, MATINSAY AKO RITO, WALA NA. WALA NA PONG MAGAGAWA 'YUN. ITO NA ANG PAGKAKATAON, ITO NA ANG PANAHOON. NANINIWALA PO BA KAYO NA ITO NA ANG PANAHOON? PARANG MAHINA PO SA DULO AH.</p> <p>CROWD SHOUTS</p> <p>ROBIN PADILLA: SANA PO ALAM KO NAMAN MARAMI AKONG NARIRINIG, NAKAKARAMI KONG NARIRINIG NA BINABARATAN SI MAYOR DUTERTE, NA MAGALING MAGMURA. PAMBIHIRA NAMAN. ISYU BA YUNG MAGALING MAGMURA?</p> <p>CROWD: HINDI!</p> <p>ROBIN PADILLA: EH AKO LANG, PUTANG INA NIYAN. ISYU BA YUN?</p> <p>CROWD: HINDI!</p> <p>ROBIN PADILLA: ANG ISYU DITO, PUMUNTA AKO DITO WALANG BAYAD PARA SA INYO! YUN ANG ISYU! PERO</p>	<p>stake when other Presidential Candidates win. I understand their sentiments ngunit tulad nga ng sinabi ni Sir Robin, si DUTERTE na ang huling baraha natin at sana ay gawin na natin ang lahat para siya ay manalo. People don't realize that aside from DUTERTE, wala na po tayong makikitang ibang politiko na gaya niya na masasabi nating walang bahid ng korupsiyon. At hindi lang iyon, siya ay may puso para sa mahirap. Maaring maraming Politikong galing sa hirap ngunit ngayon ay mayaman na. Si Duterte ang tanging nag-iisang kandidato na galing sa simpleng buhay at nanatiling simpleng tao hanggang sa kasalukuyan.</p> <p>Udyokan natin ang mga celebrities, musicians, entertainers, artists, etc. na isantabi muna ang kanilang career at ikampanya si DUTERTE ang ating huling pag-asa! DUTERTE needs YOU to campaign for him dahil marami pa sa ating mga kababayan ang nabubulag sa konting tulong na ibinibigay ng ibang mga kandidato. Handa silang ipagpalit sa P200 ang kanilang boto. Hindi sapat na tayo ay naniniwala lamang kay DUTERTE. We need to actively and aggressively campaign for DUTERTE if we want TRUE CHANGE in our country. Sa mga celebrities/musicians/entertainers, do whatever you can to influence your followers to vote for DUTERTE. BE ACTIVE at ipaglaban natin ang ating huling</p>
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		<p>YUNG PUTANG INA, HINDI ISYU YUN!  MINAMAHAL KONG KABABAYAN  NAMAN, MAGING TOTOO PO TAYO SA  ATING SARILI. HINDI ISYU SA MGA  PILIPINO YUNG MURA. ANG ISYU SA MGA  PILIPINO NUMBER 1, KUNG MAY  NAGAWA BA. KUNG MERON KANG  NAGAWA PARA SA PAMILYA MO, MAY  NAGAWA KA PARA SA KAPITBAHAY MO,  MAY NAGAWA KA PARA SA BAYAN MO,  YUN ANG ISYU DITO. ANO BA ANG ISANG  ISYU? DIBA SI TRILLANES BINABANATAN  SI ANO. KILALA NIYO BA SI TRILLANES?  O YUNG MAGALING NA ANO. ANG  BANATA NIYA SA MAYOR SABI NIYA,  AMPAW RAW SI MAYOR. PAANO NAGING  AMPAW SI MAYOR E SI MAYOR MAY  NAGAWA. SI TRILLANES MAY NAGAWA  BA?</p> <p>CROWD: WALA!</p> <p>ROBIN PADILLA: MARAMING GINAWA  YUN, SUMUKO! YUNG TAO NA YUN  WALANG GINAWA KUNDI MAGKUDETA  PAGKATAPOS SUMUKO. NGAYON  SENADOR NA. ANG TANONG, MAY  NAGAWA BA SIYA BILANG SENADOR?</p> <p>CROWD: WALA!</p> <p>ROBIN PADILLA: WALA PO KAHIT ANO.  KUNIN LANG YUNG TAX NIYO.  MARAMING BUMABANAT KAY MAYOR,  KUNG SINO-SINO. PERO 'PAG TINANONG  MO KUNG MAY NAGAWA, WALA SILANG  NAGAWA. AKO, MAS MARAMI PA AKONG  NAGAWA KAY TRILLANES SA TOTOO PO.  AT MAS MARAMI SA AKING NAGMAHAL  NA CHICKS SA TOTOO LANG.</p> <p>CROWD ROARS</p> <p>ROBIN PADILLA: AT AKO WALA AKONG  BINOLA. AKO, BINOLA. MGA MAHAL  KONG KABABAYAN, NPAKARAMI KO</p>	<p>baraha! And to Sir ROBIN  PADILLA, salute to you sir,  Mabuhay ka! Kaya para sa ating  lahat, ituloy natin ang ating  suporta at pangangampanya kay  DUTERTE para sa TUNAY NA  PAGBABAGO ng ating bansa!</p> <p>#Duterte2016  #tunaynapagbabago Robin  Padilla</p>
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		<p>KASAMA KO 'TO. SANA TULUNGAN NIYO PO AKO NA ISANG ARAW, DAHIL SI MAYOR AYAW NAMAN TUMIRA SA MALACANANG E. YUNG MALACANANG DAW SIMBOLO DAW NG KAHIRAPAN NG TAO YUN. MALAMANG TOTOO. KAPAG SILA PO ANG NANALO, MALAMANG ANG MALACANANG NASA LAHAT NG SULOK NG MGA MAHIHIRAP NA LUGAR. DOON PO ANG MAKIKITA NIYONG UMAANGAT. AT SISIGURADUHING KO PO SA INYO NA HINDI PO AKO TATANGGAP NG KAHIT ANONG POSISYON 'PAG NANALO SI MAYOR PARA PATUNAYAN PO SA INYO NA WALA AKONG HINIHLING NA KAPALIT. WALA KAHIT ANO. GUSTO KO LAMANG PONG IPAALAM SA INYONG LAHAT, NA AKO, GUSTO KO LAMANG PO IPAALAM SA INYO NA AKO NAGMAMALASAKIT SA KAPWA PILIPINO AT SA BAYAN. YUN LAMANG PO. O PARE, KAKANTA NA TAYO.</p> <p>SEBASTIAN: MARAMING SALAMAT PO SA INYO, MARAMING SALAMAT TALAGA SA SUPORTA NIYO SA TATAY KO. AT MARAMING SALAMAT PARA SA SAKRIPISYO NIYA PARA SA ATING BANSA. SAMA-SAMA PO TAYO SA TUNAY NA PAGBABAGO. MABUHAY ANG PILIPINAS! MABUHAY ANG PILIPINAS!</p> <p>ROBIN PADILLA: SAAN KAYO NAKAKITA NG ANAK NG PRESIDENTE, YUMUYUKO?</p>	
<p><b>04</b></p>	<p>TRT: 03:25  USON INTERVIEWING DUTERTE WITH MOCHA GIRLS SURROUNDING THEM</p> <p>CROSSFADE</p>	<p>USON: ANO PONG MASASABI NIYO SA BALITANG MAGKAKARON NG DAYAAN PO SA ELEKSYON?</p> <p>DUTERTE: I HOPE NOT 'CAUSE IT WILL BE A MOCKERY IN THE NORMAL SELECTING OFFICIALS AND WE ARE NOT READY FOR ANY GULO, ARE WE?</p>	<p>MEDIA BLACKOUT KAY DUTERTE  (My Interview with DUTERTE)</p> <p>Alam naman po natin na ang mga TV Networks sa Pilipinas ay may kinikilingang mga kandidato at hindi kasama rito si DUTERTE. Hindi nila pinapakita ang dami ng supporters ni DUTERTE tulad</p>

	<p>CROSSFADE</p> <p>JUMPCUT</p>	<p>USON: NUMBER TWO, MAYOR. ALAM NIYO NAMAN YUNG NANGYAYARING MEDIA BLACKOUT. HINDI PINAPAKITA YUNG DAMI NG SUPPORTERS NA DUMARATING SA INYONG CAMPAIGN RALLY, AT TALIWAS PO YUNG LUMALABAS SURVEY. DAHIL DOON AY LALONG NAGPURSIGI AT NAGING AGRESIBO YUNG MGA KABABAYAN PO NATIN SA SOCIAL MEDIA NA IPROMOTE AT IPUSH PO TALAGA KAYO AT YUNG SUPORTA. ANO PONG MASASABI NINYO SA ATING MGA NETIZENS?</p> <p>DUTERTE: GANITO YAN EH. FUNDAMENTALLY, HUMAN BEING WANTS TO BE FAIR. AYAW KASI NATIN BY NATURE YUNG MAY UNDERDOG NA INOOPPRESS MO. WHEN YOU RESORT INTO SOMETHING LIKE THAT, NA DADAYAIN MO, MEDIA BLACKOUT, HINDI MO IPALABAS YUNG ISANG EVENT NG ISANG TAO, KANDIDATO, PEOPLE WILL SEE-THROUGH. ALSO, IT'S JUST A, TAKING THE CAJOULS FOR ME BY ADDING MORE PROFOUND PROGRAMS INTO THE SMALL THING THERE, IN THE INTERNET.</p> <p>USON: LAST QUESTION, NUMBER THREE PO, MEDYO PERSONAL KASI MY FATHER, JUST LIKE YOU, WAS A PROSECUTOR AND HE BECAME A JUDGE. HE REALLY LOVED OUR COUNTRY BUT HE WAS KILLED IN THE LINE OF DUTY KASI PO NPAKULONG NIYA ANG ISA SA NOTORIOUS NA SINDIKATO SA PANGASINAN. KAYA ANG TANONG KO PO, PAANO NIYO PO BIBIGYAN NG PROTEKSYON ANG MGA GOVERNMENT OFFICIAL NA SUSUNOD SA INYO AT MAKAKABANGGA PO ANG MGA GANITONG KLASENG SINDIKATO PO?</p> <p>DUTERTE: BASTA AKO SINASABI KO, WHAT YOU DO TO YOUR FELLOWMEN, I WILL DO IT TO YOU. YAN ANG SINASABI KO, LAHAT. ANONG GINAGAWA MO SA</p>	<p>nalang ng kanyang pinaka-malaking Rally sa Davao. Ako mismo ay nandoon kasama ang aking grupo. Nasaksihan namin ang makasaysayang pangyayaring yun. At sa katunayan po ay napuno ang newsfeed ng Facebook patungkol sa Candle-lighting Rally. Ngunit wala ni isang TV Network ang nagpakita nito. Kaya sa naisip kong tanungin si Mayor patungkol sa mga issue katulad nito:</p> <ol style="list-style-type: none"> <li>1. Ano po ang masasabi nyo sa mga balitang kayo ay dadayain?</li> <li>2. Ano po ang masasabi nyo sa mga Netizens na naging mas agresibo ang pangangampanya sa inyo dahil sa MEDIA BLACKOUT?</li> <li>3. Paano ninyo po mapo-proteksyonan ang mga opisyal ng gobyerno na magpapatupad ng BATAS pagkayo ay naging Pangulo?</li> </ol> <p>Panuorin at i-share po natin ang kanyang mga sagot dahil TAYO ang MEDIA ni DUTERTE.</p> <p>Rody Duterte Alan Peter Cayetano Duterte Cayetano Inday Sara Duterte Sebastian "Baste" Duterte</p>
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		<p>KAPWA MO TAO, GAGAWIN KO SAYO. MAGKIDNAP KA, I'LL KIDNAP YOU. YOU KIDNAP THE KIDNAP VICTIM, I'LL KIDNAP YOU BECAUSE YOU ARE THE VICTIM OF MY KIDNAPPING.</p> <p>DUTERTE: SALAMAT SA SUPORTA NINYO SA'KIN. FOR THOSE WHO ARE WITH ME, BELIEVING IN MY STAND, I'M ALMOST ANTI-ESTABLISHMENT NA, PARANG ANTI-GOBYERNO NA AKO, KASI NGA IT IS THE GOVERNMENT OPPRESSING THE PEOPLE. YAN YUNG MGA CORRUPT, MGA PULIS, LAHAT NG NASA DROGA, AY NAKO, ANO BA NAMANG KLASENG GOBYERNO 'TO? I HATE IT. SO, IT'S GOVERNMENT WHO SHOULD BE THERE OVERSEEING THE WELFARE OF THE PEOPLE, WALA NAMANG GINAGAWA, YUNG MGA TRAIN NATITIRIK BECAUSE OF CORRUPTION. YUNG TRAIN NA YUN, BIBILI SILA NG BAGONG TRAIN, ANG GUMAWA NITO CZECHOSLOVAKIA, YUNG MRT NATIN DUN SA MANILA. ANG MGA ULOL, NAGBILI NG TRAIN SA CHINA, HINDI NA COMPATIBLE, EH IBA YUN. ITONG ININSERT DUN SA CZECHOSLOVAKIA 'DI SILA MAGKAINTINDIHAN KUNG PAANO ITO ILAGAY DUN. GANON. SO, YUNG TRAIN MAHUHULOG, HINDI COMPATIBLE EH, AND IT HURTS.</p>	
05	<p>TRT: 01:19</p> <p>Mocha Uson distributing stickers to men throughout the video</p> <p>Uson fist bumping with men</p>	<p>MALE 1: MAM PAHINGI RIN. MOCHA: SANA BUKAS PUNTA KAYO. PUNTA KAYO HA.</p> <p>FEMALE: PUNTA NA KAMING LUNETA.</p> <p>MALE 2: LUNETA MOCHA: YES SIR! TARA PUNTA TAYO! MALE 3 : MA'AM WALA KAYO NIYAN? NUNG BILOG?</p>	<p>SILENT MAJORITY?</p> <p>Noong ako po ay nagpa-gas kagabi may mga lumapit na mga naka-dilaw sa aking sasakyan. Nakita nila ang DUTERTE-CAYETANO sticker na nakapaskil sa sasakyan ko. Humingi sila ng DUTERTE-CAYETANO baller, stickers at tshirts! Sabi nila sa akin, "trabaho lang itong ginagawa namin, DUTERTE kami!". Limang daang piso (500 pesos) daw ang</p>

	<p>Man wearing red showing closed fist to camera</p> <p>Uson handing out ballers to people</p>	<p>MOCHA: WALA PO SIR, PERO ITO SIR, ITO MUNA MERON TAYO. DALAWAHIN KO NA SIR.</p> <p>MALE 2: HINUBAD KO LANG YUN E.</p> <p>MALE 4: DUTERTE!</p> <p>MOCHA: MAY BALLER NA TAYO? MAY BALLER BA? AY MERON!</p> <p>MALE 5: DUTERTE! DUTERTE!</p> <p>MOCHA: BALLER BALLER, BIGAY NIYO SA MGA KAMAG-ANAK NIYO. ANO NAME MO?</p> <p>MALE 6: SOLID KAMI! DUTERTE!</p> <p>MOCHA: YAN SIR. PUNTA KA BUKAS HA! BUH-BYE!</p> <p>MOCHA 7: SIGE MAM, THANK YOU! THANK YOU!</p>	<p>ibinayad sa kanila. Marami tayong mga kababayan na ganito. Tatanggapin ang pera dahil sa hirap ng buhay ngunit si DUTERTE pa rin ang kanilang iboboto. Hindi natin sila masisisi.</p> <p>May mga balita kaming nakalap na mga estudyante naman at mga LGU employees (local government unit) ang pilit na pinasusuot ng DILAW at REQUIRED mag-attend ng rally.</p> <p>Sila ang mga kababayan natin na tinatawag ni Roxas na SILENT MAJORITY na kakampi "daw" nila. OO, "SILENT" nilang SINUSUPPORTAHAN si DUTERTE sa kabila ng sapilitang pagsusuot nila ng dilaw.</p> <p>Btw, pumayag sila na i-video ko ito dahil inis na inis sila sa kumuha sa kanila. Dahil sila'y pagod na pagod at gutom na gutom at HINDI SILA BINIGYAN NG MERIENDA TULAD NG IPINANGAKO sa kanila.</p>
<p>06</p>	<p>TRT: 07:35</p> <p>Drone shot of city hall</p>		<p>DUTERTE has conquered the NORTH!</p>





<p>Crowd shots during motorcade</p> <p>People with Duterte-Cayetano placards (blue and red) of their faces</p> <p>Crowd shots during motorcade</p> <p>People with Duterte banners, with his face and text “TAPANG AT MALASAKIT DUTERTE”</p> <p>Motorcade shots</p> <p>Crowd shots</p> <p>Drone shot of building</p> <p>Shots of people in stadium</p> <p>Mocha Girls performance on stage</p> <p>Crowd shots</p> <p>Man wearing Duterte shirt with text “TAPANG AT MALASAKIT DUTERTE” with thumbs up</p> <p>Crowd shot</p> <p>Motorcade shot</p> <p>People holding Duterte banners with his face and closed fist with text “DUTERTE President 2016 LABANAN...DROGA”</p> <p>Crowd shots</p> <p>Videos on the stadium with crowd</p> <p>Person holding white paper with text “SOLID KAMI KE DUTERTE”</p> <p>Cameras flashing as Duterte enters</p> <p>Crowd shots</p> <p>Video of building</p> <p>Duterte talks on stage</p> <p>Crowd shots</p> <p>Black background with text “VIDEO FROM CENEMOTION DIGITAL FILMS</p>	<p>CROWD: DUTERTE! (MULTIPLE TIMES)</p> <p>AT ANG SABI KO, I HOPE NA WALANG BUMOTO, (03:00) SINASABI KO TALAGA SA KANILA, "DO NOT THINK THAT YOU MONOPOLIZE EVIL IN THIS COUNTRY. BECAUSE IF YOU CAN DO EVIL WHILE EVIL, I CAN DO IT 10 TIMES OVER BECAUSE WE HAVE ALL EVIL, WE ARE THE GROUP THERE, I AM IN THAT GROUP AND YOU ARE IN THAT GROUP. BUT YOU ARE PUT ON NOTICE NA AKO ANG PRESIDENTE, THAT WOULD BE MY PLATFORM. I'M JUST EXPRESSING TO YOU NOW MY VISION OF MY COUNTRY.</p> <p>KUNG DI NIYO AKO GAWING PRESIDENTE, KASI MAGULO YAN, MAGKAROON NG SPASM (05:53). AT KUNG SABIHIN NG MGA TAO, "MAYOR, WE ELECTED YOU BECAUSE WE WANT THE PHILIPPINES PEACEFUL, NA KAMI HINDI MATAKOT MAGLABAS SA GABII NA WALANG MANGYAYARI SA AMING MGA ANAK, LALO NA SA AMIN DITO SA MAYNILA", AND I WILL DO IT. SO I WAS IN A PLACE SA GITNANG GRUPO. HALA SABI KO, "PROSECUTOR AKO. AKO</p>	<p>ito. Hindi tulad ng ibang mga politiko na halos maligo ng alcohol dahil pinandirihan ang mga kumakamay sa kanila. DUTERTE IS THE PRESIDENT OF THE MASSES. Pangulo ng mga ordinaryong tao at hindi ng mga elitistang nagpapanggap na mahirap. CHANGE IS COMING. Let's spread this video so people will know that DUTERTE has conquered the NORTH!</p> <p>BTW, I had the chance to meet the maker of DUTERTE's Campaign videos- CinEmotion. It's an honor to meet you sir! SERBISYONG WALANG BAYAD para sa BAYAN! Mabuhay kayo CINEMOTION! CinEmotion Digital Films</p>
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	<p>MOCHA (red) USON (white) BLOG(blue) facebook.com/Mochablogger”</p>	<p>PINILING MAGPROSECUTE SA INYO. IF YOU CAN'T KEEP WITH THAT FIGHT, WE ALL HAVE WILL WE ALL DIE. BUT LET THE WORLD KNOW NA PINATAY NINYO AKO DAHIL SA TRABAHO KO. 'YAN LANG ANG HILINGIN KO SA INYO”.</p>	
08	<p>TRT: 01:27</p> <p>CHARGEN: MOCHA USON BLOG TAYO ANG MEDIA NI DUTERTE</p> <p>URDANETA, PANGASINAN APRIL 24 (AFTER THE DEBATE)</p> <p>DUTERTE ENTERS FROM THE SIDE OF STAGE, ESCORTED BY POLICE DUTERTE RAISES RIGHT HAND, CLOSED FIST SHOT IS FROM BEHIND DUTERTE, SHOWING THE CROWD PEOPLE COMES IN RAISING FLAGS CROWD SHOT VIDEO DUTERTE WITH RAISED CLOSED FIST, RIGHT HAND RAISED VIDEO CROWD SHOT VIDEO</p>	<p>ANNOUNCER: HANDA NA BA KAYO PARA SA TUNAY NA PAGBABAGO? CROWD: *CHANTS* DUTERTE! (REPEATEDLY) ANNOUNCER: ANDITO NA ANG ATING PANGULO, RODRIGO ROA DUTERTE! DUTER-TE (X4)! CROWD: *CHANTS* DUTERTE! (REPEATEDLY) SONG PLAYS (IPAGLALABAN KO BY FREDDIE AGUILAR, MODIFIED VERSION) IN THE BACKGROUND AS PEOPLE CONTINUES TO CHEER CROWD CHEERS: DUTERTE!</p>	<p>After the DEBATE Duterte went to URDANETA Pangasinan to meet his supporters.</p>
14	<p>TRT: 02:04</p> <p>CHARGEN: MOCHA USON BLOG TAYO ANG MEDIA NI DUTERTE</p> <p>SEIKA MOCHAGIRLS</p> <p>VIDEO IS TAKEN FROM THE CAR</p>	<p>SEIKA: AH MISTER TRILLANES, GUSTO KO LANG PONG MAGREACT SA INYO, KASI NAKAKAINIS NA YUNG MGA PINAGSASASABI NIYO. UNA, YUNG SINASABI NIYONG MALAKING PERA SA BANK ACCOUNT NI MISTER DUTERTE, SINABI NA NG BPI NA, KINUMPIRA NA, NA 'DI TOTOO YUN. WALANG GANOONG HALAGA SA ACCOUNT NIYA, TA'S SASABIHIN NIYO NA KIUWENTO LANG SA INYO YUN, TAPOS YUNG NAGKWENTO SA INYO NA TAO, KINUWENTO LANG DIN SA</p>	<p>Mensahe para kay TRILLANES. Abangan ang humamon ng suntukan kay Trillanes sa huling bahagi ng video. SANA SA PAGKAKATAON NA ITO HINDI KA NA UMATRAS.</p>

	<p>CROSSFADE</p> <p>CHANGE VENUE VIDEO IS TAKEN IN A DIFFERENT ROOM</p> <p>SEIKA POINTS DIRECTLY TO THE CAMERA, ADDRESSING TRILLANES</p> <p>SHOWS AN INDIVIDUAL WITH A CASE OF DWARFISM, BOXING INFRONT OF CAM</p> <p>IMAGE OF DUTERTE SPEAKING</p>	<p>KANYA, HINDI NAMAN PO ATA TAMA YUN NA NAGBIBINTANG TAYO SA TAO, LALO NA WALA KAYONG BASEHAN. ANG TAWAG PO DOON CHISMIS. MASAMA PO ANG PAGIGING TSISMOSO. PANGALAWA, SABI NG MGA KASAMAHAN NIYO TUMANGGAP PA KAYO NG PERA PARA SIRAAN SI DIGONG. NAKAKAHIYA PO YUNG GANYAN, TATANGGAP KAYO NG PERA PARA SIRAAN ANG ISANG TAO. PANGATLO, SASABIHIN NIYONG DUWAG SI DIGONG PERO SINO BANG PUMUNTA SA OAKWOOD PARA MAGPROTESTA? SINO RIN BA ANG PUMUNTA SA MANILA PENINSULA PARA MAGPROTESTA ULIT, INULIT NIYO PA, PERO UMATRAS DIN KAYO PAGKATAPOS. WALA PO KAYONG PANININDIGAN.</p> <p>SEIKA: ALAM NIYO PO MISTER TRILLANES, ISA PO KAYONG TAKSIL SA BANSANG PILIPINAS, SA BAYAN PO NATIN, SUNDALO PA MAN DIN KAYO. KAYA KUNG AKO PO SA INYO, UMALIS NA LANG PO KAYO NG BANSA BAGO PA MANALO SI DUTERTE.</p> <p>SEIKA: MAY HUMAHAMON SAYO NG SUNTUKAN NGAYON.</p> <p>INDIVIDUAL WITH A CASE OF DWARFISM: HALIKA, SUNTUKAN NA TAYO.</p> <p>BACKGROUND CHEERS: SIGE SUNTUKIN MO!</p> <p>SEIKO RAPS: SIYA ANG TUNAY NA MAY MALASAKIT, AT PAG-IBIG SA BANSA, MGA MAGNANAKAW, TIWALI, AT MGA ADIK HUMANDA. UUBUSIN NI DUTERTE, MGA SALOT SA LIPUNAN. KUNG WALA KA NAMANG KASALANAN, WALA KANG DAPAT KATAKUTAN. BASTA T SUMUSUNOD KA LANG SA BATAS. KAYO'Y KANYANG MAKAKASUNDO.</p>	
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		<p>KUNG SA KANYA'Y IKA'Y SAKIT SA ULO, SIYA ANG SAYO'Y SUSUGPO.</p> <p>KAILANGAN NA NATIN NG DISIPLINA, UPANG SA KALIGTASAN AY MAKAMPANTE, MANGYAYARI ANG TUNAY NA PAGBABAGO, 'PAG PRESIDENTE NA SI DUTERTE.</p> <p>MOMOY PALABOY: GUMISING KA, AYUSIN ANG BAYAN, TAYO'Y MAGKAISA, PILIPINAS SA KAUNLARAN</p>	
17	<p>TRT: 17:10</p> <p>Mocha Uson wearing blue and cayetano wearing black and red polo shirt with dc (duterte-cayetano) logo</p>	<p>MOCHA: HELLO, NANDITO PO TAYO NGAYON SA TAGUIG AT KASAMA PO NATIN ANG ATING MAHAL NA BISE PRESIDENTE NA SI SIR ALLAN PETER CAYETANO, ANG LAGING NAGTATANGGOL SA ATING PANGULO NA SI DUTERTE. HELLO, SIR ALLAN.</p> <p>ALLAN: HI MOCHA, AND EVERYONE. SA LAHAT NG MGA KABABAYAN LAHAT NG MGA KAPATID NATIN ESPECIALLY PO YUNG MGA NAGMAMAHAL KAY MAYOR DUTERTE AT GUSTO NG PAGBABAGO SA INYO</p> <p>MOCHA: SIR ALLAN THANK YOU NA PAUNLAKAN NINYO ANG INTERVIEW NA ITO YUNG KATANUNGAN KO CAN YOU GIVE US AN UPDATE DIBA LUMABAS PO YUNG ANTI DUTERTE AD AT NABALITAN PO NAMIN NA KAAGAD-AGAD KAYONG UMAKSYON DITO PARA IPAGTANGGOL SI MAYOR DUTERT AT KAYO AY NAGSAMPA NG TRO LABAN SA AD NA ITO. PAKI UPDATE PO KAMI.</p> <p>ALLAN: UNANG-UNA THANK YOU SA INTERVIEW NA ITO MATAGAL KO NANG GUSTONG TALAGA KAYONG MAKASAMA KAYA LANG STRICT ANG ASAWA KO PERO PINAYAGAN NARIN NIYA AKO NGAYON. PWERA BIRO, ITS A CRITICAL</p>	<p>Pilit na nagsasanib pwersa si Roxas at Poe para ibagsak si DUTERTE? Panuorin ang Live interview w SEN ALAN CAYETANO</p>

		<p>TIME BECAUSE THIS IS THE TIME NA NAGHAHANDA LAHAT, PREPARATIONS SA PAGBABANTAY NG MGA BALOTA, TO MAKE SURE NA YUNG MAKINA IS WORKING WELL. THE LAST TWO WEEKS HAS BEEN A CHALLENGE SA ATING LAHAT NA SUMUSUPORTA KAY MAYOR, DAHIL LIE AFTER LIE, KASINUNGALINGAN AFTER KASINUNGALINGAN, PAGBABALI NG KATOTOHANAN, HALF-TRUTHS. WHAT IS HALF-TRUTHS? KASI PAG NAGSINUNGALING KA NGAYON, HALATA KAPAG BUONG KASINUNGALINGAN EH. KAYA NAKITA MO YUNG GINAWA NI SENATOR TRILLANES, KALAHATI TOTOO, ANO YUNG KALAHATI TOTOO. TOTOONG MAY ACCOUNT, TOTOO YUNG ACCOUNT NUMBER. PERO YUNG KALAHATI NA PEKE NA LIBO-LIBO DAW ANG, I MEAN MILYON-MILYON ANG LAMANG, NA 200 MILLION ANG LAMAN, TAPOS YUNG SINABI NI SECRETARY MAR ROXAS NA YUNG DOLLAR ACCOUNTS ANG DAMING LAMAN, THESE ARE ALL FALSE. WHY AM I BRINGING IT BACK TO THAT? THIS IS ALL PART OF THE PLAN. SINO NASA LIKOD NG PLAN? PANGULO, MALACANAN, MAR ROXAS AND GRACE POE. LAST WEEK KO PA 'TO SINABI SA ATING MGA KAIBIGAN, KASI NAMONITOR NAMIN NA NAGUUSAP, NAGPAPANIC SILA. NUNG UNA, NAGKASUNDO LANG SILA NA SIRAAN LANG SI MAYOR. PROBLEMA, THREE WEEKS NA TO NANGYAYARE AND INTENSIFIED THE LAST TEN DAYS, HINDI SIYA BUMABABA SA SURVEY. NOT BECAUSE HE'S BULLETPROOF, BUT BECAUSE NAGSASABI SIYA NG TOTOO. TALAGA NAMANG WALANG DAAN MILLION NA TOTOO NAMAN NA SIMPLE YUNG BAHAY AT TOTOONG 'DI DAANG LIBO YUNG KANYANG DOLLAR ACCOUNT. PINAKITA NA NIYA YUNG PASSBOOK. SO WHAT WAS THEIR NEXT</p>	
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	<p>Cayetano shows piece of paper to Uson, says it's the TRO</p>	<p>STEP, THEIR NEXT STEP IS TO PUT NEGATIVE ADS, BAWAL ITO WALA PANG ELEKSYON NA MAY MUKHA NG KALABAN CHINOPCHOP YUNG SINABI NIYA AT INILAGAY SA TV KAYA KAMI DISAPPOINTED BECAUSE ANG ATING CAMPAIGN IT'S ABOUT THE RULE OF LAW., DI BA? IT'S ABOUT PAGBABAGO ANG GUSTO NATING PAGBABAGO ISANG BATAS LANG SA LAHAT NG PILIPINO LAHAT TAYO TAKOT SA BATAS PERO LAHAT TAYO SUMUSUNOD DIN SA BATAS. ANONG GINAWA NG ILANG MAYAYAMAN AT MALACANAN, NI POE AT NI ROXAS AND NG ABS-CBN, PINAYAGAN YUNG AD NA HALATA NAMANG CHINOPCHOP YUNG MGA SINASABI NI MAYOR TO MAKE HIM APPEAR NA IBA ANG KANYANG SINASABI. PANGALAWA, GINAMIT MGA BATA NA NAPAKABAWAL NIYAN. THEN NUMBER THREE, HINDI INAPPROVE YUNG AD KO.</p> <p>MOCHA: YES OO NGA PO NABALITAAN PO NAMIN NA KAYO PO AY MERONG AD AT WALA PO KAYONG NILABAG NA MGA REGULATIONS PERO PINIGILAN ITO NG ABS-CBN.</p> <p>ALLAN: THAT'S RIGHT. YUNG AD NA INILAGAY KO, YUNG CLOSING STATEMENT KO LANG SA DEBATE NG ABS-CBN, YUNG VP DEBATE. KAYA LANG DUN KASI, KINWENTO KO YUNG KWENTO NG DAD KO AT SINABI KO KUNG BAKIT NAKIKITA KO YUNG TATAY KO KAY MAYOR DUTERTE. MANY OF US SEE OUR FATHER OR OUR KUYA IN MAYOR DUTERTE. PERO YUNG SAAKIN 'DI PWEDE. YUNG LABAN KAY MAYOR DUTERTE PWEDE. SO OBVIOUSLY NAGDISCRIMINATE SILA SO WALA TAYONG CHOICE KUNDI SUMUNOD SA BATAS SO TUMAKBO AKO SA KORTE. HUMINGI AKO NG TEMPORARY</p>	
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		<p>RESTRAINING ORDER BASED ON THE FAIR ELECTIONS ACT NA NAGSASABI KUNG ANO ANG PWEDE AT ANONG BAWAL. BAWAL KASI NA MAGLABAS KA NG AD NA LABAN SA KABILA TAPOS DI KA MAKA SAGOT. BAWAL DIN YUNG, ALAM MO NUNG NAGKAROON TAYO NG AD NA INEENDORSE AKO NI MAYOR, BAWAT PAKITA NG MUKHA NIYA, KAILANGAN MAY PIRMA NI MAYOR AT SINUSUBTRACT SA KANYA YUNG SA MINUTES NIYA, PERO ETO WALANG PIRMA NI MAYOR, PINAYAGAN NA MUKHA NI MAYOR AT YUNG SALITA NIYA ANG PAGLALABAS. SO, MATAGAL NA TAYONG MGA SUPPORTER MGA NI MAYOR DUTERTE NA NAKAKAKITA NG BIAS. PERO AKO TUMAHIMIK. BAKIT PO? 'DI NAMAN KASALANAN KASI TO NG REPORTERS, NG NEWS TEAM. OBVIOUSLY, THE MANAGEMENT. THE TOP MANAGEMENT ANG MAY KINALAMAN DITO. MAHIRAP NAMAN MAGCOMMENT SA NEWS KASI KUNG LABAN SAYO, SASABIHIN MO BIAS, KUNG PABOR SAYO, SASABIHIN MO OKAY. PERO DITO SA ADS NAPAKALINAW EH. BAKIT MO PAPAYAGAN ANG GANITONG ADS NA HINDI NA MAKAKASAGOT. KUNG AKO BA MAGLALAGAY AKO NG NEGATIVE ADS LABAN KAY GRACE POE O KAY MAR ROXAS? NEGATIVE PERO TOTOO AH. ANG NILAGAY NILA NEGATIVE NA HINDI TOTOO. CHOPCHOP ITO. SO, NAGLABAS ANG RTC NG TEMPORARY RESTRAINING ORDER AT NPAKAGANDA NUNG SINABI NILA DITO. NIRECOGNIZE NILA NA MAY BLACK PROPAGANDA KASI PINANOOD NG JUDGE TALAGA YUNG DIFFERENT VIDEOS. NIRECOGNIZE NIYA NA YUNG MGA BATA GINAMIT FOR BLACK PROPAGANDA NIRECOGNIZE NA YUNG PARTIDO NATIN, HINDI BASTA MAKAKASAGOT. AND REMEMBER, MGA KABABAYAN, FELLOW SUPPORTERS,</p>	
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	<p>Cayetano shows his phone to Uson with page on the headline about Poe and Roxas</p>	<p>MAY BAYAD ANG ADS. 900,000 PER 30 SECONDS IN ABS, 700, 000 PER 30 SECONDS IN CHANNEL 7. SO KUNG ILALAGAY MO SA FACEBOOK, LALAGAY MO SA YOUTUBE YUNG NEGATIVE, OKAY 'YAN. EXPRESSIVE YUN E. MADALI NATING SAGUTIN YAN. KATULAD NUNG GINAGAWA NUNG MGA DIE HARD 'DIBA, TUWING MAY ISSUES, SUMASAGOT KAYO. PERO ILALAGAY MO SA TV 2 DAYS BEFORE, 3 DAYS BEFORE, PAANO TAYO MAGSHUSHOOTING NG KAPALIT? NG PARA SUMAGOT? AT KAHIT MAKAPAGSHOOTING TAYO, MAGKAGANO GAGASTUSIN NATIN? E SI SENATOR TRILLANES 20-30 MILLION. SAAN NIYA NAKUHA YUNG PERA PARA ILAGAY DOON? AT TSAKA IKAW MOCHA, KUNG KANDIDATO KA, BIBIGYAN KA NG 20-30 MILLION, HINDI MO GAGAMATIN PARA IKAW ANG IKAMPANYA. GAGAMITIN MO PARA TIRAHIN ANG PRESIDENT. SO OBVIOUSLY SI SENATOR TRILLANES, GINAGAMIT LANG SA PAGKAKATAON.</p> <p>MOCHA: SO SENADOR ALLAN, SA TINGIN PO NINYO, SINCE NILABAS NIYO RIN PO SA SOCIAL MEDIA NA PARANG, NAG-UUSAP USAP NGAYON YUNG MGA KALABAN DAHIL NAGPAPANIC NA SILA, DAHIL NGA PO KAHIT ANONG PANINGIL NILA KAY DUTERTE, NUMBER ONE PA RIN PO SA SURVEY AT NAGBABACKFIRE SA KANILA YUNG MGA PINAGAGAGAWA NILA. SO ANO PONG UPDATE DITO, ANO PO YUNG NANGYAYARI NA PWEDE PO NAMIN MALAMAN? SINO PO BA DITO YUNG MGA NAG-UUSAP NA, NAGKAKAMPAHIN NA INUTSO KA NA BACK-OUT NG ISA DITO</p> <p>CAYETANO: SI MAR ROXAS, IS SUPPORTED BY MALACANANG. MAY CORE GROUP DIYAN, AY NEGOSYANTE DIYANG NAKINABANG NG 6 YEARS. 'YAN</p>	
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		<p>ANG PUMOPONDO. AT NAKITA NIYO NAMAN YUNG LAKI NG PONDO NILA NOH. NUMBER ONE SILA SA AD SPENDING, TRILLION, KASAMA SI CONGRESSMAN MANALO, 'YAN ANG GINAGASTOS NILA, RAMDAM NIYO SA PROBINSYA NIYO, SA TSHIRTS LANG E, LAHAT NG PICTURES NILA NAKADILAW LAHAT. YUN ANG PINAMIMIGAY UNLIKE SA ATIN NA KANYA-KANYA ANG PAGGAWA. KAY SENATOR POE, ALSO A GROUP OF, COUPLE OF OLIGARCHS, ILAN NA NAPAKAYAMAN NA ITO ANG NAMAINUBRA TALAGA. KAYA NGA, AGOS DIN ANG PERA. SO YAN ANG NAGSAMA-SAMA WITH SOME TOP PEOPLE OF ABS-CBN. THAT'S WHY PINAYAGAN ITO KAHIT YUNG IBANG NETWORKS, HINDI PINAYAGAN YUNG GANITONG AD. SO MAKIKITA NIYO, KANINA LANG, HINANAP KO NGA SA CELLPHONE KO, LUMALABAS NA SA NEWS NGAYON SI SECRETARY MAR ROXAS, NANANAWAGAN DAW KAY GRACE POE NA MAGKITA NA SILA. DITO, SA CNN PHILIPPINES. ROXAS TO POE, SABIHIN MO LANG KUNG KELAN AT SAAN DARATING AKO. YAN KAY KAREN DAVILA. JUST IN: MAR ROCAS CALLED ON GRACE POE TO TALK. CNN. ANDYAN NAMAN SA TWEET TSAKA SA FACEBOOK. 'YAN PO AY PART NG PLANO NILA. LAST WEEK PA PINAG-USAPAN YAN.</p> <p>MOCHA: YUNG ALIN PO?</p> <p>CAYETANO: YUNG PAG-UUSAP NILA. DRAMA NA LANG YAN.</p> <p>MOCHA: SO SA PAG-UUSAP NA YUN, ANO PO YUNG MAGIGING OUTCOME, ANO BA ANG</p> <p>CAYETANO: ANONG TAWAG NI PINOY SA PRESIDENCY NI MAYOR DUTERTE? DICTATORSHIP DAW. HINDI PA</p>	
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		<p>NAKAKAUPO DIKTADOR NA. ILANG BESES SINABI NI MAYOR DUTERTE, HE WILL NOT HAVE MARTIAL LAW. ILANG BESES SINABI, BABAGUHIN NIYA PILIPINAS FROM LEADERSHIP, PERO HINDI NIYA KAILANGAN I-VIOLATE ANG BATAS, YUNG CONSTITUTION SUSUNDIN. PERO YUNG KABILA, BINABALI ANG SINASABI NI MAYOR DUTERTE. ILANG BESES SINABI NI MAYOR DUTERTE, KAILANGAN KAUSAPIN ANG NPA. INAMIN NIYA, KAUSAP NIYA SI JOMA SISON. PERO SINABI BA NIYA NA SA ILALIM SIYA NI JOMA SISON? ILANG RALLY NA NA KUNG DITO AN NPA, DITO LANG SIYA. HE DOESN'T BELIEVE IN ARMED STRUGGLE. ILAN YUNG NAATTEND NATING RALLY NA SINABI NI MAYOR, "KUNG MAKIKIPAG-USAP MILF, AND MNLF, NPA KA" KAKAUSAPIN NIYA. KAYA KUNG GEGERAHIN NILA ANG PILIPINAS, PILIPINAS ANG PROPROTEKTAHAN NIYA. SI GRACE POE SINUSUPPORTAHAN NG LEGAL NA ARMED NA NET. 'DI BA? MATAGAL NA NILANG INANNOUNCE 'YAN. SI MAR ROXAS, NASA KANYANG PLATAPORMA NA MAGKAROON NG PEACE TALKS SA MGA KALIWA. SO NAPAKAHIPOKRITO NILA NA 'PAG SI MAYOR DUTERTE ANG GUSTO KAUSAPIN NG KALIWA, SASABIHIN NILA, "NPA WILL TAKE OVER". 'PAG SILA ANG GUSTONG KUMAUSAP SA KALIWA, OKAY LANG. SO DINIDISCOURT TALAGA NILA. SO IN THESE NEXT FEW DAYS ANONG GUSTO NILANG PALABASIN, MAGTATAKE OVER ANG KALIWA, MAY HIDDEN WEALTH SI MAYOR, SASABIHIN NILA MAGIGING PRESIDENTE YAN NA WALANG GINAWA KUNDI MAGMURA, HAMAKIN ANG MGA BABAE, AT GUSTO NILANG PALABASIN PATAYIN LAHAT. 'NUNG CHINOPCHOP YUNG COMMERCIAL, SINASABI, PAPTAYIN KO KAYO LAHAT. NANDOON KA NUNG NANGYARI YUN E. ANG SINABI NI</p>	
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		<p>MAYOR, "PAG HIDI KAYO SUMUKO MGA PUSHER, AT KUNG KAYO GAGAMIT NG ARMAS, PATAYIN SILANG LAHAT". YUN ANG SINABI NIYA. 'DI NIYA SINABING, "PATAYIN ANG BABAE, PATAYIN ANG BATA", IN FACT HE SAID, "I NEVER KILLED A CHILD. I CAN NEVER KILL A WOMAN". SINABI NIYA ILANG BESES. SO THIS IS THE CONSPIRACY. BUT I LIKE TO THANK ABS-CBN, I'D LIKE TO THANK MAR ROXAS, I'D LIKE TO THANK GRACE POE BECAUSE NAGBABACK FIRE ANG GINAGAWA NIYO, LALONG LUMALAKAS ANG SUPORTA SA P AGKASUPORTA SA GUSTONG PRESIDENT NG TAO NGAYON, SA PINILI NILA. HINDI PRESIDENTENG PINILI NG MALACANANG, PINILI NG ABS CBN O PINILI NG ILANG NEGOSYANTE.</p> <p>MOCHA: SIR ALLAN YUN NGA PO, TULAD PO NG MGA SINABI NIYO UPDATE, SOBRANG DESPERADO NA PO YUNG MGA KALABAN, LAHAT NA GINAGAWA. SIYEMPRE TAYONG MGA DUTERTE SUPPORTERS, AT MGA SUPPORTERS DIN PO NINYO, GUSTO LANG PO NAMING MALAMAN ANO BA YUNG PWEDE NAMING GAWIN PARA MAPROTEKTAHAN YUNG BALOTA NAMIN O PARA PO SIGURADONG HINDI TAYO MADAYA, ANO PO BA YUNG PWEDE NAMING GAWIN, CONTRIBUTION.</p> <p>CAYETANO: OKAY, UNANG-UNA, PRAYER. KUNG ANO MAN RELIGION NATIN, KUNG ANO MAN SPIRITUAL BELIEF NATIN, LAHAT TAYO MAGDASAL SA DIYOS, SA KALIGTASAN NI MAYOR NA MACANCEL KAHIT ANONG PLANO NA DANGER SA KANYA. PAGDASAL PO NATIN CLEAN AND HONEST. PANGALAWA PO KUMILOS TAYO. SABI SA BIBLE, FAITH WITHOUT ACTION IS DEAD. HINDI PWEDENG PATAY ANG ATING PANANAMPALATAYA. BUMOTO TAYO NG MAAGA PARA THE REST OF</p>	
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	video was abruptly cut	<p>THE DAY WE CAN GET OUR FRIENDS, WE CAN BRING THEM THERE, BANTAYAN YUNG MACHINE. YUNG MACHINES, ITONG WEEKEND AND BEFORE MAGSIMULA, ISEAL YAN, TESTESTINGIN YAN. SO DALAWANG LUGAR SA PILIPINAS NUNG TINITESTING, PANAY ROXAS ANG LUMALABAS. SO ANG REQUEST NAMIN SA INYO 'PAG TINESTING ANG MACHINE, I-CELLPHONE VIDEO NIYO. KASI NGAYON ANG SINASABI, KASI SA FACEBOOK 'DI MO MALAMAN KUNG ANO YUNG TAMA AT MALING REPORT. AT MAG-INGAT DIN TAYO NA SUSUNUGIN TAYO. SASABIHIN, "KITA NIYO MAR ROXAS" TAPOS HINDI NAMAN PALA. KASI NGA, THEY'RE TRYING TO MAKE IT APPEAR NA NAGPAPANIC OR MAY FALSE ACCUSATION TAYO. PERO MERONG DALAWANG LUGAR NA CONFIRMED ROXAS ANG LUMABAS. MAY EXPLANATION ANG COMELEC, BAKA RAW MAY NAKA-SHADE, ETC. SO THEY'RE DEALING WITH IT NOW. THIRDLY, BANTAYAN NATIN YUNG MAKINA TSAKA YUNG CARD KUNG SAAN DADALHIN. BUT WE'RE PREPPING OUR LEGAL TEAM NOW, MAGKAKARON TAYO NG WATCHERS IN CERTAIN AREAS, SA FACEBOOK, WHETHER MRRB, DDS, PDP LABAN, ALL VOLUNTEER GROUPS MAGKAKARON NG COMMUNICATION OVER THE WEEKEND SAAN PWEDE MAGVOLUNTEER. AND KAYO NA MISMO. KUNG MAY JEEP KAYO AT PWEDE NIYONG PAHIRAM PARA MADALA YUNG IBANG MGA SUPPORTERS, MAKAGAWA KAYO NG SANDWICH SA BAHAY PARA YUNG MGA MAGBABANTAY, NOH. INUMPISAHAN NATIN 'TO NA KANYA-KANYA, TULONG-TULONG. TAPUSIN DIN NATIN 'TO NA KANYA-KANYANG TULONG.</p> <p>MOCHA: SIR ALLAN, YUNG EVENT PO</p>	
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		<p>TOMORROW, YUNG MITING DE AVANCES, MAY 7 SA LUNETA, ANO ORAS PO KAYO ANDOON AT MAYBE PWEDE NATIN PONG IINVITE LAHAT NG ATING MGA DUTERTE SUPPORTERS AT OF COURSE, DUTERTE-CAYETANO SUPPORTERS PO. LUNETA, MAY 7. HANDANG-HANDA NA PO BA KAYO?</p> <p>CAYETANO: TOTOO PO YUNG LUNETA BUKAS. ANG DAMING TUMATAWAG, NAGTATANONG SA AMIN KUNG TOTOONG HINDI KAMI DADATING NI MAYOR. DADATING PO KAMI, ITO PO ANG CHANSA NAMIN NI MAYOR MAGPASALAMAT SA INYO. BAKIT PO LUNETA KAHIT NAPAKALAKI NITO? DAHIL MAY PLANO PO KAMING IBANG LUGAR, HUMANGAL PO ANG MGA SUPPORTERS DAHIL SABI NILA, SIKSIKAN MASYADO, MALILIIT YUNG IBANG LUGAR. SO IT'S A STEP OF FAITH. WE KNOW HAVE MILLIONS, TENS OF MILLIONS OF SUPPORTERS NATIONWIDE. BUT IT'S A CHALLENGE TO BE IN LUNETA. BUT YUNG MGA SUPPORTERS NA NATIN NAGSABI, FROM CEBU, FROM BOHOL, FROM BICOL, FROM BULACAN, FROM ALL OVER, PUPUNTA SILA KAHIT DELEGATIONS. WE WILL BE THERE AT 5:00, YOU HAVE THE OPPORTUNITY TO WEAR RED, ACTUALLY KAHIT ANONG ISUOT NIYO, BUT WE WANT TO PRACTICE KASI KAHIT BAWAL MAGLAGAY NG MGA LOGO AT CAMPAIGN MATERIALS SA MONDAY, BUT LET'S WEAR RED. KASI KUNG NAMUMULA ANG LAHAT NG PRISINTO EVERYWHERE, KITANG KITA MO PAG DINAYA. WE WANT TO PREVENT CHEATING. AND LET'S ALL POST DIN SA ATING FACEBOOK AND ENCOURAGE PULSE ASIA, SWS HAS BEEN VERY ACTIVE. MAY BALITA KAMI, HINDI KO ALAM KUNG TOTOO O HINDI, HINDI SILA MAG-EEXIT POLL. ANG EXIT POLL AY ISANG MAKAKATULONG SA ANTI-DAYA.</p>	
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		<p>KASI YUNG EXIT POLL, MAKIKITA MO KUNG ANONG BINOTO NG TAO PAG LABAS NIYA. SO THERE WILL BE OTHER GUIDELINES AND OUR LAWYERS WILL COME OUT FOR EXAMPLE, WHAT TO DO KAPAG YUNG RESIBO MO, DUTERTE BINOTO MO, CAYETANO, TAPOS IBA NAKALAGAY. SO SA COMELEC WEBSITE TIGNAN NIYO RIN WHAT TO DO AND OUR TEAM WILL BE COMING OUT WITH WHAT TO DO, SIGURO TOMORROW AND SUNDAY. BAWAL NA MANGAPANYA SUNDAY, BUT WE CAN GIVE ADVISORIES ON HOW TO PROTECT IT.</p> <p>MOCHA: 'YAN, SO KITA-KITA PO TAYO, BUKAS MAY 7. 5PM ANDOON NA PO KAMING LAHAT, OF COURSE WITH OUR VICE PRESIDENT, SENATOR ALLAN PETER CAYETANO, AND OF COURSE ANG ATING PANGULO NA SI DUTERTE. CLOSING PO, SIR ALLAN GUSTO LANG PO NAMING MAGPASALAMAT SA INYO, SA INYONG KAAGARAP MAG-AKSYON, NA KAYO PO AY NAGSAMPA NG TRO, PARA PO MAPIGILAN ITONG ANTI-DUTERTE AD. SO DAHIL PO MAY TRO NA, IBIG SABIHIN PO BA NITO MAY IPAPALABAS?</p> <p>CAYETANO: WELL DAPAT SUMUNOD ANG ABS CBN DAHIL ITO ANG BATAS. I MEAN, KUNG HINDI SILA SUSUNOD SA KORTE, SO SOME TOP MANAGEMENT PEOPLE IS TRYING TO SCALE THE ELECTION BY ALLOWING THIS. NOW KUNG HINDI PA RIN SILA SUSUNOD SA BATAS, GRABE NAMAN. TALAGANG TAMA YUNG SINASABI NI MAYOR THAT, "THE LAW IS OPTIONAL". BUT NO NEED TO THANK ME KASI ITO AY PASALAMAT NAMIN. KUNG WALA SUPORTA NIYO, BALE WALA LABAN NAMIN NI MAYOR. BUT BECAUSE NANDYAN SUPORTA NIYO SA AWA'T BIYAYA NG DIYOS, IPAGLALABAN PO NAMIN ANG SUPORTA NIYO. WE WILL DO EVERYTHING IN OUR</p>	
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		<p>POWER NA BILANGAIN ANG INYONG BOTO.</p> <p>MOCHA: MARAMING SALAMAT PO SENATOR ALLAN. LASTLY PO, IINVITE PO NATIN SILA ULI FOR TOMORROW'S MITING DE AVANCE.</p> <p>CAYETANO: SA MGA SUPPORTERS, SA MGA NANINIWALA, AT MAY MEANS KAYO, MAY ORAS KAYO, LET'S ALL MEET SA LUNET. SA MGA HINDI PA NANINIWALA, NAG-IISIP, O KAHIT SA KABILANG KAMPO PERO GUSTO NIYONG MADAMA ANG PAGMAMAHAL NG ISANG TUNAY NA AMA SA KANYANG BAYAN, PLEASE GO THERE, LISTEN TO MAYOR DUTERTE, GO HOME, PRAY AFTERWARDS. KUNG AYAW NIYO TALAGA, RESRESPETUHING NAMIN OPINION NIYO. BUT GIVE YOURSELVES A CHANCE TO HEAR THE PERSON NA AKO YUNG PANINIWALA</p>	
<p>19</p>	<p>TRT: 01:10</p> <p>Seika inside car, wearing Duterte t-shirt and Duterte-Cayetano ballers</p> <p>CROSSFADE</p>	<p>SEIKA: HELLO MGA KA-DDS, NGAYONG PAPALAPIT NA ANG ELEKSYON AY NAKAKALUNGKOT MANG ISIPIN, PERO YUNG MGA KALABAN AY MAS NAGIGING DESPERADO PARA SIRAAN SI DUTERTE. UMABOT NA SA PUNTO NA KAILANGAN PA NILANG GUMAMIT NG ISANG BATA PARA LANG BATIKUSIN SIYA. KUNG MERON KAYONG PROBLEMA, O AYAW SA ISANG KANDIDATO, PWEDE NIYO NAMAN SIYANG BATIKUSIN SA PAMAMAGITAN NG PAGBABATIKOS NG KANYANG PLATAPORMA, SA KANYANG PROGRAMA, O KAYA NAMAN SA KANYANG MGA PLANO. PERO, HINDI NAMAN ATA TAMA NA PATI BATA AY MADAMAY AT GAMITIN PARA LAMANG BATIKUSIN ANG ISANG KANDIDATO.</p>	<p>PARA SA ABS-CBN</p> <p>Ganito po nararamdaman naming mga DDS. Sana po pakinggan nyo minsan ang iyak ng aming puso.</p>



	<p>CROSSFADE</p> <p>Logo of ABS-CBN with text  “ABIAS-CBN  BOYCOTT  FOR IRRESPONSIBLE, BIASES  AND UNBALANCED REPORTING”</p>	<p>SEIKA: BELOW THE BELT NAMAN PO  YATA YUN. ALAM KONG WALANG BATAS  NA NAGSASABI, BAWAL MAGPALABAS  NG KOMERSYAL NA NANINIRA O  NAGBABATIKOS SA ISANG KANDIDATO,  PERO PARA UMABOT SA PUNTONG  GUMAMIT PA NG ISANG BATA, MASYADO  NAMAN PO YATANG SABLAY NA YUN.</p> <p>SEIKA: SANA NAMAN SA ABS-CBN, INISIP  NIYO MUNA YUNG BAYAN BAGO  NEGOSYO, DAHIL MALING-MALI PO  TALAGA ITO. AT PARA NAMAN SA INYO  MGA KA-DDS, ITULOY LANG NATIN ANG  LABAN, AT HUWAG NATING  SUPOHTAHAN YUNG MGA GANITONG  KLASENG MEDIA.</p>	
<p>22</p>	<p>TRT: 02:37</p> <p>SHERYL CRUZ WAS SURROUNDED BY  TRADITIONAL MEDIA REPORTER, AS  IF AN AMBUSH INTERVIEW</p> <p>AGAINST SI SHELTYL CRUZ SA  KANYANG  PINSAN NA SI GRACE POE, BAKIT???</p> <p>CHARGEN: SHERYL CRUZ  Cousin of Sen. Grace Poe</p> <p>JUMPCUT</p> <p>FADE TO BLACK</p> <p>JUMPCUT</p> <p>IMAGE OF GRACE POE SPEAKING</p>	<p>CRUZ: SANA HINDI PA SA TAON NA ‘TO  TUMAKBO, O NEXT YEAR SA LABAN NG  MGA PRESIDENTE. GUSTO KO SANA  MAGLAAN PA SIYA NG ILAN PANG TAON.</p> <p>CRUZ: PARA S’AKIN, HINID LANG NAMAN  AKO, AT HINDI NAMAN AKO  NAGMAMARUNONG DITO DAHIL AKO AY  ISANG TAXPAYER DIN AKO, ISA AKONG  INA, ISA RIN AKONG BOSS NA MAY  UMAASA RIN S’AKIN NA MGA  EMPLEYADO KAYA KAILANGAN NAMAN  DIN ISIPIN KO RIN, PAG-ISIPAN KO RIN  MABUTI, NG ILANG BESES, KUNG SINO  ANG AKING IBOBOTO.</p> <p>CRUZ: WE ARE COUSINS, YES, AT HUWAG  NIYO NG KWESTIYUNIN ANG  PAGMAMAHAL KO SA AKIN, SINASABI  NILA NA SISTERS KAMI, NO.</p>	<p>Saludo ako sayo Ms. Sheryl  Cruz. Hindi mo iniisip ang iyong  pansariling kapakanan kundi ang  BAYAN. Bakit kaya sariling  kamag-anak na ni Poe, ang  kanyang pinsan na si Sheryl  Cruz, ay tutol sa pagtakbo nito sa  pagka-Pangulo?</p>

	<p>JUMPCUT</p> <p>FADE TO BLACK</p> <p>VIDEO: GRACE POER SPEAKING, SAME VIDEO AS INITIAL</p> <p>JUMPCUT</p> <p>VIDEO: GRACE POE WAIVING, BEING CHEERED BY PEOPLE FROM SAME VIDEO</p> <p>FADE TO BLACK</p> <p>JUMPCUT</p> <p>FADE TO BLACK</p>	<p>CRUZ: I SUPPORTED MY COUSIN DURING HER 2013 RUN. HINDI BA'T AKO ANG PUMUNTA SA BUONG PILIPINAS PARA IREPRESENTA SIYA, KUNG HINDI AKO NANINIWALA SA KAKAYANAN NIYA, BAKIT KO GAGAWIN YUN?</p> <p>CRUZ: USAPANG PRESIDENTE NGAYON, SANA NAMAN RESPETUHAN DIN NILA ANG AKING OPINYON DAHIL BUHAY ITO NG MGA TAO, AT AKO ISA AKO DOON, CITIZEN AKO SA PILIPINAS, MAHAL KO ANG PILIPINAS, SYEMPRE UUNAHIN KO MUNA KUNG ANO YUNG NARARAPAT PARA SA MGA TAONG-BAYAN, HINDI YUNG SA PANSARILING INTERES.</p> <p>QUESTION: WHAT EXACTLY IS YOUR REASON?</p> <p>CRUZ: ANG FEELING KO, IT'S JUST TOO ABRUPT. IT'S JUST TOO EARLY.</p> <p>QUESTION: KUNG HINDI 2016, PWEDENG 2022.</p> <p>CRUZ: TULAD NG SABI KO KANINA, KUNG MAS MARUNONG NGA SI SERGE OSMEÑA WHO WORKED SO CLOSELY WITH MY COUSIN, NA SINABING SHE WOULD MAKE A FINE PRESIDENT, JUST RIGHT, NOT RIGHT NOW. MASAMA BA YUNG KING SINABI NA SANA, WAG MUNA SA NGAYON, BECAUSE IT'S JUST TOO SOON FOR ME.</p> <p>CRUZ: I'M NOT BELITTLING MANANG GRACIE'S CAPABILITIES, SHE WOULD BE A MORE EFFECTIVE PRESIDENT COME 2022 AND NOT 2016.</p> <p>QUESTION: ANY MESSAGE FOR MANANG INDAY, AND I'M SURE SHE WILL MISINTERPRET THIS?</p> <p>CRUZ: I DON'T THINK SHE WILL MISINTERPRET THIS ONE. MY AUNT ALWAYS RESPECTED OUR VIEWS, OUR OPINIONS. WE MAY HAVE DIFFERENT</p>	
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		<p>OPINIONS OF EACH OTHER, BUT YOU KNOW WHAT, AT THE END OF THE DAY NGA, TULAD NG SINABI KO SAYO, PAMILYA PA RIN KAMI, AND BLOOD WILL ALWAYS BE THICKER THAN WATER. WE WILL ALWAYS MAKE UP FOR WHATEVER DIFFERENCES. THIS IS POLITICS, THIS IS A DIFFERENT ARENA THAN SHOW BUSINESS. I KNOW NA THIS IS MORE COMPLICATED AND MORE DIRTY,</p> <p>CRUZ: ITO AY AKING SARILING OPINYON, AYOKO NG PAHABAIN PA AND WE ARE ALL ENTITLED TO OUR OWN OPINION.</p>	
30	<p>TRT: 09:33</p> <p>Duterte in a forum video from Rappler Chargen #THELEADERIWANT FORUM 2016 with logos of Rappler, DZRH</p> <p>TEXT: ANO BA TALAGA MERON SA DAVAO? Logo of Davao “LUNGSOD NG DABAW”</p> <p>Shots of city Shots of exports Shots of plane and airport Shots of city Shots of crowd Image of Davao as Best of Asia’s Cities Videos of Duterte</p> <p>Videos from reports of different media of disasters</p>	<p>MAGKAPRESIDENT AKO 'PAG SINABI MONG, TANGINA KA, HUMINTO KA. HUMINTO KA. 'PAG AKO ANG PRESIDENTE, 'PAG SINABI KO SA CUSTOMS, "STOP", STOP KA. 'PAG SINABI KO SA BIR, "STOP IT. STOP, PEOPLE. STOP IT". THERE'S A MAYOR OR CHIEF OF POLICE TAINTED WITH DRUGS. OVERALL, FROM CHIEF OF POLICE DOWN TO THE LAST, WALA AKONG PAKIALAM KUNG ALAM MO HINDI, I DON'T GIVE A DAMN. I WAS ABLE TO DO IT.</p> <p>CAYETANO: THAT'S WHY ALL I CAN ASK FOR SA ATIN, KNOW HIS CHARACTER AND LISTEN TO HIM IF YOU STILL HAVE DOUBTS. GO TO DAVAO.</p> <p>LEISURE HAVEN. BUSINESS HUB. MAJOR ECONOMIC CENTER. INTERNATIONAL DESTINATION. THIS IS DAVAO. MY CITY, YOUR CITY. INDEED, DAVAO HAS COME A LONG WAY IN ACHIEVING ECONOMIC DEVELOPMENT AND PROVING THAT QUALITY OF LIFE FROM ITS CITIZENS. IT HAS SINCE BECOME THE PHILIPPINES' FOREMOST SOUTHERN GATEWAY, AND MOST COMPETITIVE CITY AS WELL AS ONE OF ASIA'S MOST LIVABLE CITIES THROUGH ITS PEOPLE'S HARDWORK,</p>	<p>DAVAO</p> <p>Laging pinagmamalaki ni DUTERTE ang DAVAO. Ano ba ang meron sa DAVAO? #duterte2016 #tunayngpagbabago</p>

	<p>Videos bragging Davao's emergency response system</p>	<p>DETERMINATION, AND STRONG POLITICAL WILL. BUT ON THE HILLS OF THESE GATES, NOT ONE IS ALL TO COMMON TO GROWING URBAN CITIES WORLD WIDE. A RISE IN ADVERSE INCIDENCE. CRIMINALITIES AND CASUALTIES DURING DISASTERS AND CALAMITIES, NOT TO MENTION A GROWING FRACTION, THE TERRORISTS' ACTIVITIES. LIKE ANY DEVELOPING CITY IN THE WORLD, DAVAO IS NOT SPARED FROM THESE THREATS. IT HAS ITS SHARES OF INJURIES, CASUALTIES AND DAMAGES. SERIOUS ACCIDENTS HAPPEN EVERY SO OFTEN. NATURAL CALAMITIES RIGHT UNPREDICTABLY AND LEAVING IT FRAIL OF DISTRACTION AND ITS PATH. LEAVING CITIES, STRUCTURES, FAMILIES, AND LIVES BROKEN. THE GROWING INCIDENCE OF CRIME AND TERRORISM IS A GLOBAL PHENOMENON HAS CHANGED THE LIFESTYLE AND LANDSCAPE OF COUNTRIES AND CITIES. THESE ARE EVER PRESENT THREAT THAT THE CITIZENS AND GOVERNMENT CAN ONLY DEAL WITH THROUGH VIGILANCE AND PREPARATION. IT IS IN THIS LIGHT OF THE CITY GOVERNMENT OF DAVAO HAS PLACED A HEAVY EMPHASIS ON DISASTER PREPAREDNESS, SAFETY, AND SECURITY. IT HAS INTENSIFIED ITS EMERGENCY RESPONSE AND CRIME PREVENTION PROGRAM THROUGH THE ESTABLISHMENT OF CENTRAL COMMUNICATIONS AND EMERGENCY RESPONSE CENTER OR CENTRAL 911. LAUNCHED ON SEPTEMBER 2002, CENTRAL 911 DAVAO PRIDES ITSELF THE THIRD FULLY INTEGRATED EMERGENCY RESPONSE SYSTEM OUTSIDE THE US AND CANADA. IT OPERATES IN A WELL-COORDINATED SYSTEM THAT COMBINES STATE OF THE ART TECHNOLOGY, AS WELL AS HIGHLY-TRAINED PERSONNEL, TO PROVIDE PROMPT, ADEQUATE, AND PROFESSIONALIZED EMERGENCY</p>	
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	<p>Pregnant woman lying down</p> <p>Man in front of the 911 rescue truck</p> <p>Man in hospital ward</p> <p>Shots of 911 rescue operations</p> <p>Text: ““I hold it as an article of faith in government that there can never be growth and development and progress in any city, province, in the country unless there is stability, there is peace and order”</p>	<p>SPECIALIZED SKILLS UNIT IS ACQUIRED IS, HIGH-ANGLE RESCUE. SWIFT WATER SEARCH AND RESCUE, SCUBA DIVING, ROAD ACCIDENT EXTRACATION, MOUNTAIN SEARCH AND RESCUE, RETRIEVAL AND EVACUATION OPERATIONS, AND EVEN ANIMAL CONTROL. CENTRAL 911 ALSO HAS ITS OWN SERVICES UNIT WORKING SIDE BY SIDE WITH THE BUREAU OF FIRE PROTECTION, AND OTHER VOLUNTEER FIRE GROUPS. THESE FEARLESS FIRE FIGHTERS ARE READY TO RESPOND TO ANY TYPE OF FIRE INCIDENT. IN RESPONSE TO TERRORISM, 911 HAS CREATED ITS OWN K9 UNIT. IT'S BOMB-SNIFFING DOG ARE CONSTANTLY TRAINED AND CONDITIONED. THE K9 UNIT REGULARLY OPERATES AT THE DAVAO INTERNATIONAL AIRPORT AND OTHER STRATEGIC PLACES. RECOGNIZING THE IMPORTANCE OF COMMUNITY AND ITS INDISPENSABLE ROLE IN DISASTER PREPAREDNESS, CENTRAL 911 IS REACHING OUT TO THE DIFFERENT BARANGGAYS, GOVERNMENT, AND NON-GOVERNMENT AGENCIES FOR THE CONDUCT OF ORIENTATIONS AND TRAINEES.</p> <p>FEMALE 1: (06:22-) (BISAYA) (06:32) (SUBTITLE: 911 CAN REALLY HELP. THEY CAN REALLY ASSIST IN TIMES OF EMERGENCY SPECIALLY TO PEOPLE LIKE US WHO CANNOT AFFORD. THAT'S WHY I ASKED FOR THEIR ASSISTANCE.)</p> <p>FEMALE 2: (06:32) (BISAYA) (SUBTITLE: I REALLY LIKE THEIR SERVICE, SPECIALLY THE ASSISTANCE GIVEN TO US IN FACILITATING THE IMMEDIATE ADMISSION TO THE HOSPITAL. I WOULD LIKE TO THANK 911 FOR THEIR ASSISTANCE TO US SPECIALLY TO MY HUSBAND WHO WAS GIVEN IMMEDIATE FIRST AID. THANK YOU.)</p> <p>FEMALE 3: (BISAYA) (SUBTITLE: WHILE</p>	
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<p>-Mayor Rodrigo R. Duterte”</p> <p>all rights reserved 2015</p>	<p>IN TRANSIT, THEY ATTENDED TO ME WELL WHILE INSIDE THE AMBULANCE. THEY GAVE ME DEXTROSE, MONITPRED MY BABY. THEIR SERVICES IS REALLY GOOD. TO ALL THE PATIENTS WHO EXPERIENCED THEIR SERVICES CAN SAY THAT IY IS REALLY GOOD. THANK YOU 911!)</p> <p>MALE (IN BISAYA) (SUBTITLE: WHEN THEY CAME TO US AND RESCUED MY FATHER, OXYGEN, ALL THE EQUIPENTS ARE COMPLETE. THEY ARE REALLY GOOD WITH RESCUE. THANK YOU TO 911 AMBULANCE THEY REALLY HELPED US A LOT.)</p> <p>MALE (IN BISAYA) (SUBTITLE: DURING THAT TIME THEY RESPONDED TO MY RESCUE, IT WAS REALLY OKAY, THEY ACTED QUICKLY, IF NOT FOR THEM WE WOULDN'T REACH THE HOSPITAL IN TIME. BEFORE THEY LEFT THEY MADE SURE I WAS STABLE. MANY THANKS FOR THEIR SUPPORT AND FOR BRINGING ME TO THE HOSPITAL.</p> <p>FROM ITS INCEPTION, CENTRAL 911 HAS MADE A TREMENDOUS IMPACT IN ENSURING PEACE AND ORDER IN KEEPING THE CITIZENS OF DAVAO CITY SAFE AND CONFIDENT. RESIDENTS OF THE FAR FLUNG BARANGGAYS NOW HAVE ACCESS TO PROMT, EMERGENCY RESCUE SERVICES. CITIZENS IN DISTRESS CAN EASILY ACCESS THE RESOURCES OF GOVERNMENT AND SUMMON THEM TO THEIR AID. CENTRAL 911 SURELY PUTS THE CITY GOVERNMENT'S SOLELY DEDICATION TO MINIMIZE, IF NOT OTHERWISE, SUBDUE ALL FORMS OF CRIMINAL ACTIONS AND TO REDUCE OR POSSIBLY ADVERT POTENTIAL INJURIES AND LOSS FROM DISASTERS AND CALAMITIES BY PROMPTLY ATTENDING AND RESPONSE TO EMERGENCIES. AN</p>	
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		IMMINENT DANGER FROM BIGGER DAMAGE TO PROPERTIES ARE KINDLY ADVERTED AND SERIOUS THREATS TO LIFE ARE IMMEDIATELY FORWARDED.	
37	TRT: 13:54  Guerilla interview with Duterte and Cayetano with different traditional media networks (GMA, ABS-CBN, TV5, CNN, UNTV) around a crowd of people	<p>DUTERTE: MEDYO-MEDYO ANG TAYO KASI MARAMING ATRASO. MAHIYA AKO SA DIYOS.</p> <p>CAYETANO: KASI MAY MGA KAPAREHO NI NANAY NA GUSTO MAGNEGOSYO PERO ANG PROBLEMA SA SA 5-6 ANG NAKAKAKULANG. MARAMI BA?</p> <p>NANAY: MARAMI PO KAMI DITO.</p> <p>DUTERTE: PERO SABIHIN KO YUNG BUMBAY NA 'YAN, TANGINA NIYAN. MAKIKINIG KAYO NATIONWIDE 'TO E. STOP IT. AKO NA ANG NAGSASABI SA INYO, STOP IT. KUNG MAGPAHIRAM KAYO NG PERA, MAGPAHIRAM KAYO PERO WAG KAYO MAGDAGDAG NG APPLIANCE, KASI WALA TAYONG APPLIANCE STORE. GUSTO NIYO LANG DIN MAGBUSONG</p> <p>CAYETANO: MAGBABAYAD PO, PUMUPUNTA 'DIBA? ANG GUSTO NIYO YUNG KOLEKTOR, ARAW-ARAW SA INYO PUMUPUTA. KAYA BA NG BARANGGAY 'YON?</p> <p>DUTERTE: ISAULI MO DOON SA PERA NA COMMON NINYO. YUNG, ANONG TAWAG NITO SA TAGALOG, DI KASI AKO TAGALOG. CONTRIBUTE KAYO TAPOS BUWAN.</p> <p>CAYETANO: PARANG PALUWAGAN.</p> <p>DUTERTE: GANUN NA LANG. PERO ITO,</p>	Du-Cay sa Tondo  Share po natin ang video na ito bago pa i-chop chop ng mga TV network. Panuorin ang open forum ni Duterte at Cayetano sa Tondo. Ganito sya makipag-usap sa mga tao. Hindi pa-epal at hindi ma-drama.



		<p>HANAPIN NIYO YUNG MGA BRIGHT NA ANAK NINYO, MAGPATULONG KAYO PAANO ITO GAGAMITIN ANG PERA. IPHIRAM SA INYO, BABAYARAN MO.</p> <p>CAYETANO: KAYA KO TINANONG NANAY, BINIGYAN NATIN NG 250,000 YUNG NEGROS ASSOCIATION. NAGBAYAD SILA. IMBIS NA SA 5-6, SA SARILI NILA, AFTER 2 YEARS 850,000 NA ANG PERA NILA. SO YUN ANG SINASABI NI MAYOR NA PWEDE ITULOY YUNG, BASTA PALAKIHIN, WHETHER BARANGGAY, PERO ANG KAILANGAN MAGBABAYAD TAYO.</p> <p>DUTERTE: KAYA GANUN. ILAN KAYO DITO ANG POPULATION NINYO? ILAN BA ANG TAO DITO?</p> <p>MALE: MGA 6000 PO.</p> <p>DUTERTE: MGA 60 MILYON, SIGURO OKAY NA 'YAN SA INYO? HA? HINDI GANITO 'YAN. MAGRESERBA KAMI NG MGA PERA. BASTA SABI KO, 'WAG NINYO PATAYIN YUNG PERA. MANGHIRAM KAYO, BAYARAN NINYO. BASTA YUNG TUBO, MAGAMIT KO DOON SA IBANG KANTO. WALANG PERA ANG GOBYERNO PARA SA LAHAT. PERO PAGHATIHAATIN NATIN 'YAN, GAANO MAN KALIIT, MABUBUHAY TAYONG LAHAT. ANG HINIHINGI KO LANG, WALANG KALOKOHAN, WALANG KORUPSYON. ITONG KORUPSYON SA GOBYERNO, PUPUTULIN KO 'TO. HINDI AKO NANGHIHINGI NG ISANG TAON, NAGHIHINGI AKO NG 3 MONTHS TO 6 MONTHS. SABI NILA, DI KAYA NI DUTERTE 'YAN KASI MASYADO, YABANG YAN. AH GANUN? SIGE SUBUKAN NATIN. TIGNAN MO DAVAO. LAHAT NG NAGSASABI SA AKIN MAYABANG AKO, PATAY NA. ANG HINDI NANINIWALA SA AKIN, PATAY NA. SABI KO, "UMALIS</p>	
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		<p>KAYO DITO". PUTANGINA. KUNG AKO ANG PRESIDENTE, AT PANGALAWANG BUWAN, HINDI KO KAYA IBIGAY SA INYO YUNG KAILANGAN NINYO. BIGYAN MO MAN AKO NG SAMPUNG TAON, HINDI KO TALAGA KAYA 'YAN. KAYA YANG KRIMEN AT KORUPSYON SA GOBYERNO, HINDI KAYA YAN. KASI LAHAT SA GOBYERNO, CORRUPT. SIGE, TIGNAN NATIN. TINIGIL KO LANG. HINDI AKO NAKIHINGI NG ISANG TAON. TIGNAN NATIN. CUSTOMS? SINO DITO? NPA? AY SUBUKAN NATIN. SIGE LANG. HINDI KA LUMUTANG DIYAN PUTANGINANG MANILA BAY NA YAN. ANG ISDA NINYO DIYAN PATAY NA, KAILANGAN NG FERTILIZERS. HUWAG MONG ILAGAY YAN DIYAN MASISIR NA NAMAN TAYO. LARGA NA LANG. KAYA ANG IBIG KONG SABIHIN, 'PAG SINABI KONG HUMINTO, HINTO. 'PAG SINABI KONG KORUPSYON SA GOBYERNO IKUAN NINYO ANG TAO, HUWAG NINYONG PADUGUIN, EH, KAYA YANG 5-6 PALA, NALAMAN KO NGAYON, EDI SABIHIN KO SA LAHAT NG BUMBAY, MALAS LANG YUNG HINDI NAKINIG NGAYON. KAYO ANG BAHALA NIYAN. MARAMI NAMANG CONTAINER DIYAN PASOK MO LANG. HINTUAN NINYO YAN BECAUSE IT IS NOT FAIR. HINDI MAKAANO YAN. IT IS NOT FAIR SO WHAT IS NOT FAIR IS NOT FAIR. STOP IT. KAILANGAN KO NG PERA, KUMITA KAYO DIYAN. HUWAG KAYONG KUMITA NANG MAHIRAPAN NINYO ANG TAO. DAHIL KUNG MERON DITO, REPORT AGAD SA BARANGGAY CAPTAIN. AT 'PAG DUMATING 'YAN DITO.</p> <p>SA MINDANAO KA? TAGA-SAAN KAYO? MARANAO KA? AH MAGUINDANAO. ANONG PROBLEMA MO? IKAW BA RECEPIENT NG PANTAWID? MAY ASAWA KA BA? ASAWA MO? NGAYON? MGA ANAK MO? ILANG ANAK MO? ISA LANG. SIGE PAG-ISIPAN KO. MAG-USAP NA</p>	
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	<p>LANG KAYO. INSHALLAH SA AMIN IS "GOD WILLING".</p> <p>ALAM MO ANG PROBLEMA TALAGA NG PILIPINAS PERA. SA TOTOO LANG. PERO YANG PERA DADATING YAN KUNG TAYO ANG MAY KAPAYAPAAAN. PAPASOK ANG NEGOSYO, PAPASOK ANG TRABAHO. 'PAG WALA TAYONG DISIPLINA KANYA-KANYA TAYONG ISTILO, 'DI NAMAN TAYO PWEDE MAGING AKTOR LAHAT. ANG HINIHINGI KO LANG SA INYO, WALA AKONG HINIHINGI NA IMPOSIBLE. DISIPLINA LANG. DISIPLINA LANG. YUNG HINTUIN NA LANG NINYO YUNG PAGPAPAHIRAP SA TAO.</p> <p>CAYETANO: SA MGA MAY ANAK NA NAG-AARAL? LIBRE BA ANG MGA ELEMENTARY AT HIGHSCHOOL O MARAMI RING BAYARIN?</p> <p>MALE: MARAMI NGA PONG FIELD TRIP NGAYON E.</p> <p>CAYETANO: FIELD TRIP. MGA EXAM-EXAM, MAY BAYAD?</p> <p>MALE: WALA PO.</p> <p>DUTERTE: SA'N DALHIN YUNG MGA BATA?</p> <p>MALE: MINSAN SA STAR CITY. MANILA OCEAN PARK. KASO MAHAL.</p> <p>DUTERTE: AH MAY BAYARAN? TIGNAN NATIN. BAKA ANG DEPARTMENT OF EDUCATION 'PAG NAGTAKE-OVER, ANG PINAKAMATAAS KO KASING ANO IS EDUKASYON, ANG ANO KO TALAGA EDUKASYON, ANG SUNOD AGRIKULTURA. TAPOS YUNG, IT'S EITHER, BASTA YUNG MAY KONEKSYON SA HANAP BUHAY MO. YUNG PUBLIC CORSO MO NA DAHAN-DAHAN MUNA</p>	
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		<p>YAN KASI UNAHIN KO ANG TAO. E ANG CEMENTO HINDI KUMAKAIN NIYAN E. ANG KUMAKAIN ANG TAO. SO MEDYO MAY SLOW DOWN TAYO SA. PERO YUNG GOVERNMENT SPENDING NATIN AY PATULOY YAN. YUNG MGA PROYEKTONG YAN TULOY-TULOY YAN. WE CANNOT--ANG GOBYERNO, HINDI PWEDENG HUMINTO NANG PAGKASUNOD. KASI 'YAN ANG PAIKOT NG PERA PARA DUMATING SA, PERA DUMATING SA PANGINOON. PERO ITONG MGA 'TO, WE ARE TRYING TO REPROGRAM. YUNG SABI NINYO NA, FIELD TRIP FIELD TRIP. OKAY 'YAN LALO NA KUNG MAKAPAGBIGAY NG KALIGAYAHAN SA BATA. OKAY AKO DIYAN. PAG-USAPAN NA LANG NAMIN KUNG BAKA YUNG SPONSOR NA LANG NG GOBYERNO, BAYARAN NA LANG NGG ANO YUNG FIELD TRIP. WAG NA YUNG MALALAYO. AYAW KO RIN. AT LAHAT NG DRIVER, NA MAGDRIVE NG BICOL HANGGANG MAYNILA, MAYNILA HANGGANG DAVAO, EVERY BYAHE NINYO, EVERY BYAHE. KASI SABI KO MINSAN MARAMING ANO NAGFIFIELDTRIP. NGAYON KUNG AKO ANG PRESIDENTE, BYAHE MO BAGO PA 'TO, AFTER SA TRUCK, NA DISTANCE. 'PAGKA POSITIVE KA SA SHABU, MAY PROBLEMA NA SA AKIN. SA AKIN MISMO. SO TIGNAN MO. WAG KA MAGKAMOT E.</p> <p>DUTERTE: ANONG BASURA? IKAW BA'Y MASAYA DIYAN O KULANG O GUSTO MONG LUMIPAT NG HANAP BUHAY?</p> <p>CAYETANO: MAY PROBINSYA KA? DITO KA NA NAKATIRA.</p> <p>DUTERTE: NASA ACCENT E. IBA YUNG TAGALOG KO. ALAM MO KASI KAMI SA MINDANAO, YUNG TAGALOG, KAPAG NAKAUSAP MO TAGA-DAVAO NA BATA, PATI KAMI, HALO KASI KAMI DOON. DI</p>	
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	<p>DAMO SA ILONGGO DI AH. KAY GWAPA. AY ILONGGO KA. KAMI SA DAVAO, HALO KAMI. HINDI KAMI MASYADONG MAG-BISAYA KASI YUNG SALITA NAMIN MAY HALONG ILONGGO PATI TAGALOG. KAMI LANG NAKAINTINDI NIYAN. KUNG KAUSAP MO DAVAO DILI KA MAKAININDI. LALO NA BATA. KASI YANG SALITA NIYA, MAY TAGALOG MAY BISAYA. TE NGA DAMO SA ILONGGO. KATONO SA BUNGANGA MO. KAGWAPA NIMO LUGPA. KAYLONGGO MO. ALIN? AY WARAY. ANG WARAY, 'YANG "L", PALITAN MO NG "R". WARAY KALIPAY. WARAG. 'YAN ANG WARAY. ANG CEBUANO, WALANG "L". ANG CEBUANO, OUT IS A LOT TO BIT. BALAY IS BI. DEPENDE KASI SA BABAE O BALAYBAY. YUNG WALA NG CEBUANO, "WA". ANG BOHOL, LEYE, "WALA". WALA PA SILA DIRE. ANG CEBUANO AT YUN ANG ANO NATIN ANG LARO NG BUNGANGA. KAYA AKO, HIRAP SA TAGALOG, HIRAP SA BISAYA.</p> <p>MALE 3: MAAYONG GABII PO. TAGA DAVAO PO AKO.</p> <p>DUTERTE: PARANG KILALA KITA. KAILAN KA NANDITO?</p> <p>MALE 3: 2003 PA PO.</p> <p>DUTERTE: SABI KO NGA IKAW YUNG NAHULI NA NPA.</p> <p>MALE 3: HINDI GOOD BOY PO AKO.</p> <p>DUTERTE: PAANO LUMUSOT 'TO DITO.</p> <p>MALE 3: TUNGKOL PO SA EDUKASYON. TULAD PO SA MAHIHIRAP KASI PO PAGDATING KO NG COLLEGE, MEDYO 'DI NA PO KAYA YUNG PAG-AARAL. PANGARAW-ARAW PO TAX PO NAMIN.</p>	
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		<p>DUTERTE: AKO SA DAVAO, KAYA NAUBOS ANG PERA NG GOBYERNO KASI PANAHON NI INDAY, 4000 ANG KINUHA NIYA NA SCHOLAR. LIBRE UNIPORME TAPOS MAY ALLOWANCE. KAYA HIRAP AKO NGAYONG HINIRIT KO ANG GOBYERNO, KASI INUBOS NI INDAY SA SCHOLAR. PINAUBOS. NGAYONG LAW, MEDICINE, ANG</p>	
45	<p>TRT: 03:37</p> <p>MOCHA USON INTERVIEWING GRECO BELGICA WITH MOCHA GIRLS AND USON WEARING A DU30 SHIRT WITH RODRIGO DUTERTE'S FACE.</p> <p>CHARGEN: GRECO BELGICA</p> <p>CHARGEN: We are very rich Philippines, but we are very poor Filipinos only because of corrupt politicians – Greco Belgica</p> <p>CROSSFADE TRANSITION</p> <p>CHARGEN: Kung ako mahalal bilang Senado unang gagawin ko ay papaimbeustigahan ko lahat – GRECO</p>	<p>USON: GOOD EVENING MGA KA-DDS. NGAYON KASAMA PO NATIN SI PASTOR GRECO TUMATAKBO BILANG SENADOR. ANO PO ANG MASASABI NINYO DAHIL KAYO AY PINILI NI MAYOR DUTERTE? BELGICA: PALAGAY KO YUNG LABAN NAMIN SA KORAPSYON IS IN ALIGNMENT. NOONG PATANGGAL KO ANG PORK BARREL, PDAF SA SUPREME COURT, WHICH IS THE ROOT OF ALL CORRUPTION, ITO RIN PO ANG ISA SA MGA NASA PUSO NI MAYOR PARA S'ATING BAYAN. TALAGANG TO WEED OUT AND REMOVE CORRUPTION. WE ARE VERY RICH PHILIPPINES, BUT WE ARE VERY POOR FILIPINOS ONLY BECAUSE OF CORRUPT POLITICIANS. AND I THINK, INAASAHAN NI MAYOR NA WE MAKE IT, KAHIT SINO S'AMIN O SIYA LANG, BUT I WILL HELP HIM EXPOSE SINO YUNG MGA CORRUPT NA POLITIKO, ANO YUNG MGA CORRUPT NA SISTEMA AT PAANO IAAYOS. THE FIRST SOLUTION TO REMOVE OR ERRADICATE CORRPUTION IS TO REMOVE THE CORRUPT OFFICIALS. SO YAN PO ANG UNA NATING GAGAWIN. YUNG MGA NAG-ABUSO SA PORK BARREL, TSAKA PDAF, IAACCOUNT NATIN LAHAT NG PERANG YAN AT PABABALIK NATIN SA KANILA AND WE WILL APPLY THE LAW SO WE COULD CHANGE THE SYSTEM.</p>	<p>BABUYAN SA SENADO</p> <p>Kung seryoso po tayong mga ka-DDS sa TUNAY NA PAGBABAGO ng ating bayan dapat iboto din natin ang mga kakampi ni DUTERTE sa SENADO. Si Pastor GRECO BELGICA ay isa sa pinakamatapang at may paninindigan na tumatakbo para sa SENADOR. Kailangan siya ng ating Mayor para sa mas mabilis na maisaayos ang ating bansa. Nakakalungkot isipin na amg mga tulad nila DRILON, PANGILINAN, SOTTO at RECTO ang nangunguna sa survey kahit sila ang pinakamataas na nakatanggap ng PDAF at patuloy na nagpapahirap sa mga PILIPINO. Mga ka-DDS tulungan natin si GRECO upang malinis ang ating SENADO na pinamamahayan ng mga patay gutom sa pera na mga SENADOR. Alisin ang mga BABOY sa SENADO at palitan ng tulad ni GRECO BELGICA. Tulungan natin si GRECO dahil wala syang pera tulad ni DUTERTE dahil hindi sya corrupt, paki share nalang po ito. SALAMAT DDS.</p> <p>Rody Duterte Alan Peter Cayetano Greco Belgica</p>

<p>BELGICA</p> <p>CHARGEN: Ibaba natin ang buwis. Gagawin kong 10% Flat Rate lang – Greco Belgica</p> <p>CHARGEN: Dahil ang mamimili ng boto ay magnanakaw sa gobyerno – GRECO BELGICA</p> <p>CHARGEN: #7 GRECO BELGICA para sa SENADO</p> <p>ACTION: HAND FIST</p>	<p>USON: KUNG KAYO PO AY NAHALAL NA BILANG SENADOR, ANO PO ANG INYONG UNANG-UNA GAGAWIN PO?</p> <p>BELGICA: UNANG-UNA KONG GAGAWIN MA'AM, PAPAIMBESTIGAHAN KO LAHATAN, IAACCOUNT KO SA KANILA KUNG SAAN NILA DINALA PDAF AT MGA PORK BARREL NILA. CAN YOU IMAGINE, KUNG SINO PA PINAKAMALAKI ANG KINUHA, YUN PA ANG TOP SA SURVEY NGAYON? SI SENATOR DRILLON, SENATOR PANGILINAN, SENATOR SOTTO, SENATOR OSMEÑA, TIG FI-FIFTY MILLION, SENATOR RECTO. KUNG MAAALALA NINYO, NOONG PANAHONG KULANG ANG PERA NIYO, WALA KAYONG PERA, ANG TAAS-TAAS NG BILIHIN, IT'S BECAUSE OF THE E-VAT NA IPINANUKALA NI RECTO AT TSAKA NI ROXAS, SO IAACCOUNT KO YANG MGA PERANG YAN AT IBABALIK, YAN ANG NUMBER 1. NUMBER 2, REREPORMAHIN NATIN ANG BUDGET, ONE ITEM FOR ONE PURPOSE, PARA WALANG LUMPSUM, PARA WALANG GINAGAWANG PORK BARREL ANG MGA POLITIKO. PANGATLO, IBABABA NATIN, ISIMPLIFY NATIN ANG BUWIS. 10% FLAT RATE LANG. I MEAN IF GOD ONLY ASKS FOR 10% TITHE, WHO IS MAN TO ASK FOR MORE. PAG ANG PERA HAWAK NG TAO, UMAASENSO ANG TAO, UMAASENSO RIN ANG BAYAN. KAPAG GANITO ANG BUWIS, NAPAKALAKI, PROGRESSIVE, LOLOKOHIN LANG TAYO NILA KIM HENARES, MGA EXAMINER NA SUSUHULAN, PAG SINIMPLIFY MO YAN TULAD NG GINAGAWA SA MGA PINAKAMALALAKAS NA BANSANG, PINAKAMAYAMANG BANSANG, WALANG NAKAWAN SA KOLEKSYON, MAY PERA ANG TAO, LALAKI RIN ANG PERA NG GOBYERNO.</p> <p>USON: THANK YOU PASTOR GRECO. NGAYON NAMAN PO, ANO NAMAN PO ANG MGA MENSAHE NIYO PO PARA SA</p>	
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	<p>IMAGE/PUBMAT: BELGICA AND DUTERTE INFRONT OF THE SUN IMAGE, WITH TEXT: 7 #GRECOsaSENADO</p>	<p>ATING MGA KABABAYAN NAMAN PO NGAYONG DARATING NA ELEKSYON? BELGICA: MGA KABABAYAN, SA DARATING NA ELEKSYON, MAKAKAMIT NA NATIN ANG TUNAY NA PAGBABAGO KUNG BOBOTO TAYO NG TAMA. MAMIMILI NG BOTO ANG MGA GAGONG POLITIKO, I DON'T KNOW WHICH WORD OR WHAT WORD TO SAY, PERO YUN TALAGA SILA, BIBILIN NILA YUNG BOTO NILA, NATIN, LIMANG LIBO, APAT NA LIBO, TATLONG LIBO, PARA KOKORAPIN NAMAN NILA YUNG BILYON-BILYONG PERA, TRILON-TRILONG PERA NATIN. HUWAG NIYO PONG IBEBENTA ANG INYONG BOTO, MANINDIGAN TAYO SA TAMA DAHIL ANG MAMIMILI NG BOTO MAGNANAKAW SA GOBYERNO. USON: AYAN PO MGA KA-DDS, HUWAG KALIMUTAN, SUPORTAHAN PO NATIN SI PASTOR GRECO BELGICA!</p>	
<p>49</p>	<p>TRT: 26:24  Interview with Duterte by ABS-CBN, GMA7, and TV5</p>	<p>DUTERTE: SO YUN. SINABI KO 'YAN. GUTTER LANGUAGE. BUT IT WAS EXPRESSED IN UTTER-UNDER. GANITO 'YAN MAKINIG KAYO, PATI SI MAR ROXAS BEFORE YOU GET WILD IDEAS, HINDI KA RIN NAMAN BOBO, GANITO 'YAN. IN 1978, '89 RATHER, LET ME CORRECT IT. 1989, I WAS IN THE CHURCH HEARING MASS. TUMAWAG ANG SECURITY BECAUSE CORY AQUINO THE PRESIDENT WAS ONLINE. LUMABAS AKO, ITO ANG SABI NIYA, WHAT IS HAPPENING THERE? ANG SABI KO, "ANO MA'AM?" SA IYONG PINAGKULUNGAN NIYO SA PANAHON KO, SABI KO, "SA DAVAO CITY AKO MA'AM". AT SABI NIYIA "ARE YOU NOT THE CHAIRMAN OF PEACE AND ORDER COUNCIL?" "YES MA'AM" "OH, BAKIT WALA KANG ALAM?". SABI KO, "MA'AM WALA NAMANG NAGSERMON, NOBODY TOLD ME. ATHERE WAS A</p>	<p>PALIWANAG NI DUTERTE SA RAPE ISSUE  Eto po ang explanation mismo ni mayor sa isyung "rape comment". Para po ito sa mga ka-DDS na mejo naguluhan. Hindi po ito sa mga taong naghahanap ng butas para siraan si Duterte dahil mahirap po makakita ang taong nagbulag bulagan. Mas napahanga kami ng mapanuod namin ang buong kwento ni Mayor. Sino kaya sa ibang kandidatong ang kayang mag pa hostage kapalit ang kanyang sarili?</p>



		<p>HOSTAGE TAKING YESTERDAY AFTERNOON, LATE. PAALILS NA ANG MGA TAO, PALABAS NA SA VISITING AREA NG DAVAO PENAL COLONY. TAPOS PAGPALABAS NA THERE WAS A HOSTAGE TAKING, 16 CONVICTS TOOK ONE EACH AS HOSTAGE. SO THERE ARE 16 HOSTAGES. AND 16 CRIMINALS. SABI KO, "MA'AM, I WILL LOOK INTO IT". SABI NIYA, "DO NOT LOOK INTO IT. GO THERE AND FIND OUT." SO SUMAKAY AKO NG CHAPER AIR FORCE AT NAG-IKOT MUNA KAMI, TINIGNAN, SINURVEY KO YUNG LUGAR, AND THE PARANG SARAO NUNG TAAS, NANDOON NAKA-STOP. KASI NUNG PAPUNTA PA AKO, I WAS INFORMED THAT THEY WERE ABLE TO COME TO AN AGEEMENT WITH THE PENAL AUTHORITIES. NAGPALABAS DIN SILA UNA NG SASAKYAN. SABI KO, "HINTUAN NINYO". IT WAS THE COLONEL ESTARES. SABI KO, "BLOCK THE HIGHWAY PARA MAABUTAN KO". GOING AGUSAN. BUT THEY WERE ALREADY IN THE TERRITORY OF THE AGUSAN PROVINCE. NUNG DUMATING AKO SINURVEY KO YUNG AREA TAPOS SABI KO, "IBABA MO AKO SA HARAP NG JEEP". PAGDATING KO DOON, DALAWA KAMI NI COLONEL ESTARES, GENERAL SIYA, HE WAS A COLONEL AT THAT TIME, NAGHUBAD AKO. KALAKILAKI PA NG TIYAN KO PARANG BULATE KASI KAKAKAIN KO LANG. I WAS EATING WHILE I WAS IN THE HELICOPTER KASI NGA BREAKFAST AFTER MASS SANA YUN. E, PAGBABA NIYA SABI KO, "WALA TAYONG MAGAWA E, NANDITO NA TAYO". SO NAGHUBAD AKO TAPOS YUNG BARIL KO TINAPON KO SA TABI. SABI KO, "ADRE, WALA AKONG BARIL. PWEDE AKO MAKIPAG-USAP SA INYO". NUNG LUMAPIT AKO I COULD SMELL THE HUMANITY. LAHAT NG DUMING TAO, IHI, ANDOON NA BECAUSE NOBODY WAS ALLOWED BY THE HOSTAGE TAKERS, BY</p>	
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		<p>THE CRIMINAL TO GO OUT KASI SINUSUNDAN SILA NG ARMY, TREASY, LAHAT NA. E SABI KO NA, PWEDE TAYO MAG-USAP. PWEDE BA AKO LUMAPIT? SO NAKITA KO YUNG DUMI NG TAO NAKAHALO NA. PATI IHI, LAHAT NA. SABI KO, "BAKIT MO NAMAN?", AS A MATTER OF FACT I WAS NEGOTIATING, "BAKIT NAMAN ITONG INOCENTE, E KUNG MAY HINAKIT KAYO, PAG-USAPAN NATIN". E AYAW. THEY WORK IN TRANDCIDER THERE. AT THAT TIME. "AH WALA". PUTANGINANG GOBYERO, LAHAT-LAHAT NA. SO AKO NAKINIG LANG. I LISTENED PATIENTLY. AT MAYA- MAYA, LUMAPIT SI ESTARES. SABI NIYA, "MAY ISA DIYANG BATA NA HOSTAGE, HINDI NANAY ANG NAGKARGA. ANG BATA NA YAN, IS ONLY THREE MONTHS OLD". SO SABI KO, "SAAN YUNG BATA?". SOO SIR ITO ITO YUNG BATA. TINIGNAN NAMIN BLUE NA. E WALANG GATAS KASI YUNG NANAY, NAKATAKBO. ANG NAIWAN SA LOOB NG TAKBUHAN, YUNG TIYANIN, YUNG KAPATID NG NANAY. E YUNG BATA, ALMOST DIE. WALA NG GATAS, WALA LAHAT. E, SABI KO, SABI NIYA, "ESTARES TIME IS OBLESCENT DITO. ANG INTERES KO LANG YUNG BATA". SI BIGLA AKO NAGBIGAY NG BARAHA. SABI KO, "IRELEASE NINYO YUNG BATA, PATI YUNG BABAE O TITA, AT AKO ANG MAGPA-HOSTAGE". SO YUN. "SIGE I-RELEASE NINYO!" EDI NIRLEASE NIYA, SABI KO, "MAUNA AKO". WALANG EXCHANGE. "MAUNA AKO TAPOS PALABASIN MO". NUNG NANDOON NA KAMI, ALMOST ONE HOUR, ISA-ISANG KASO NILA, KIDNAPPING, MURDER, LAHAT NA. EH SABI KO, "ADREN, 'DI TAYO TATAGAL DITO PATI AKO MAMAMATAY. KITA MO YUNG, TIGNAN MO, NAKAPALAK-PALAK TAYO DITO". SABI KO, "PUNTA NA LANG KAYO NG OPISINA KO, HOSTAGE NINYO AKO DOON, SA KWARTO KO. PERO MAGLIPAT</p>	
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		<p>TAYO, MAY BANYO DOON, MAKALIGO KAYO LAHAT, MAKAPAGHUGAS KAYO, MAKAPAGKAIN KAYO, MAG-USAP TAYO". USAPAN NAMIN 'YUN KASI, GANUN-GANUN. EDI SIGE, SABI. SO WE WENT BACK TO DAVAO CITY, AKO ANG HOSTAGE NILA. IT'S ALL IN THE FOOTAGES OF EVERY NETWORK AT THAT TIME. ANDOON PA YUN LAHAT. SO PAGBABA SA CITY HALL, NAKATUSOK PA RIN YUNG ANO, ANG SABI KO DOON SA MGA SUNDALO, 'PAG NAKITA NINYO AKO MAY DUGO, UBOS LALAMUNAN NILA. IPASOK KAMI DOON. TAPOS NEGOTIATE-NEGOTIATE. GUSTO NIYA HINGI NG PABOR SA NANAY NIYA, KAUSAP NIYA. SO YUNG MOTHER OF BOY WAS FRIENDS WITH THE PHILIPPINE AIRFORCE AND BROUGHT TO DAVAO AND THEY HAD A TALK. AKO NAMAN, ANG PLANO KO SINABI KO. YUNG IBA NAGSURRENDER NA, ITONG APAT SI PUGOY, AYAW. YUNG IBA NAGLABAS NA. SABI KO KAY, SABI KO DOON KAY KALIDA, PATI YUNG KAY ISKAL, YUNG BOSS KO NOON SA PISKAL OFFICE. SABI KO, "SIR", CITY FISCAL AT THAT TIME WAS MY BOSS WHEN I WAS A PROSECUTOR, "SABI KO, BABARILIN KO 'TONG TATLO PABABA. TOTAL MALAYO NAMAN YUNG ULO NILA MAKITA MO MAN. SABI KO, AKO NA ANG" KINAUSAP NITONG KAPATID KONG ISA, DITO NAKATIRA. 'YAN, KAPATID KO. 'YAN ANG ANAK KO DIYAN. SABI KO, "BABARILIN KO ITO". TINAWAG KO YUNG. SABI KO, "IKAW SA DALAWA, TAG-DALAWA TAYO". PATAPOS NA SANA YUN. KASI DIRE SA, EVER PEACEFUL MAN. TINAWAGAN NIYA SI CORY. TAPOS TUMAWAG SI CORY SA AKIN SABI NIYA, "MAYOR, I WANT THE HOSTAGE TAKING THERE DISSOLVED PEACEFULLY". EH DI WALA AKONG MAGAWA. ACTUALLY TAPOS NA SANA E. EH DI NASA ANO NA SILA, DITO NA NGAYON SA DAVAO CITY,</p>	
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	<p>METRO VISCOM NA ANG TAWAG NOON, ANG ONE MONTH AFTER, MAY PUMASOK NA PRAYER WARRIORS, NAGHOSTAGE NA NAMAN KASAMA YUNG AUSTRIALANA. EH DI, PARANG NEGOTIATION. SABI KO, PAPANASOK AKO, MAGNEGOTIATE ULI. AYAW NA PUMAYAG NG MILITAR PATI NG PULIS. SABI NIYA, "TINAPANG NILA, YAYARIIN KA DIYAN". EH SABI KO, "HUWAG NINYONG PAYAGAN. MAG-SNIPER ANO." SABI NIYA, "SIR, HINDI PWEDE YAN KASI NASA LOOB. WALA KAMING LINE OF SIGHT NA MAGANDA." O DI, MAYA-MAYA WHILE WAITING, LUMABAS NA BIGLA. GINAWANG HUMAN SHIELD, BATA, DALAWANG BABAE, ISA YUNG PUTI, TAPOS MAY DALAWANG LALAKI. AYAW TALAGA NG MILITAR. AYAW KO RIN. GANUN PA MAN, THE SAME NAMAN, GUSTO NILA NG JEEP. SABI KO, "AYAW KO". MAY MGA OPISYAL DOON NA PUMAYAG. SABI NILA, "OKAY. PAYAG KAMI." SABI KO, "AYAW KO, MAGBARILAN TAYO DIYAN MISMO SA LABAS". THEY WILL FIGHT ITO. PUMILIT SILA. NANG MATAPOS ANG PUTUKAN, PAG-ATRAS, AYUN, BINALOT NILA. DOON LANG KASI, KINUHA YUNG PATAY, SO KINUHA NILA, NG MGA SUNDALO. TAPOS PUMASOK BIGLA YUNG MGA KRIMINAL SA LOOB. SO ANOTHER NEGOTIATION. NUNG NAKITA KO YUNG BATA NA HOSTAGE, DOON NAMATAY MISMO SA BARRACKS NA. BUT HE WAS, IN THE TROSE OF DYING, DOON SIYA NATAPUSAN NG BAHAY. TAPOS YUN. IN MY UTTER ANGER, LAHAT NG LANGUAGE YAN E, SALITANG KANTO, NUNG BINUKSAN KO, "OH ITO". GALIT AKO NUNG NAGSASALITA. "ANG GANDA-GANDA PA, MUKHANG ARTISTA LANG ANG MARAPE PUTANG INA NAUNAHAN PA AKO PATAYIN MO LAHAT". SA GALIT YUN, I WAS NOT JOKING. YUNG PAG MARAPE KO DOON SA AMORANTO, BUT</p>	
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		<p>YOU HAVE THE FOOTAGES I'M SURE LAHAT KAYO. THE MAJOR DEATH TALKS AT THAT TIME IN 1989. SABI KO, BINUKSAN KO YUNG ISA KASI DINAAN SA AMIN E TINIGNAN NAMIN. SABI KO , "TO, ANG GANDA PA, MUKHANG ARTISTA GALING AMERICA, PUTANG INA NITO NAUNAHAN PA MGA MAYOR. NAUNAHAN PA AKO NG MGA ANIMAL NA'TO. KINUHA KO YUNG HOSE KO TAPOS TULOY-TULOY NA AKO. "SUMUNOD KAYO O AYAW NIYO?" TAPOS AKO ANG UNANG NAG, I FIRST VALID THE. ISANG MAGBUS E, INUBOS KO. YUN. BAKBAKAN NA KAMI. PATAY LAHAT. TAPOS NUNG PAGHAPON, TUMAWAG YUNG PRUNERARYA KUNG SINO MAGBAYAD NG KABAONG. SABI KO, "PUTANGINA HINDI AKO MAGBABAYAD NIYAN". SABI KO SA POLICE, "BIGYAN MO NG BANIG, BALUTIN MO ANG UNGGOY NA 'YAN". TAPOS SAAN ILIBING? DOON SA PUBLIC CEMETERY. SABI KO, "ISANG BUTAS LANG, HUWAG MO SILANG BIGYAN NG ISA'T ISANG LIBINGAN". ISANG BUTAS LANG, LAGAY MO SA LOOB. E SABI NG, MAYA-MAYA TAWAG, "SIR, TUBIG NA". "HAYAAN MO", SABI KO, "PARA MAGPALAMIG DIYAN SILA SA LUPA BAGO SILA UMAKYAT SA". YUN ANG TOTOO. I'M SORRY IF IT CAME OUT AT THIS RATE. PERO YUN TALAGA ANG TOTOO. NUNG KINUKWENTO KO YAN SABI KO, "ROXAS, PANAY KA NG ARTE NG ARTE MO. MAGPAHOSTAGE KA LANG KASI ISANG BARBERO NG GUNTI OKAY NA AKO. BILIB NA AKO SA'YO". BUT I SAID IT IN UTTER, I WAS ANGRY AT THAT TIME. MAY PELIKULA NGA 'YAN E. GINAWANG PELIKULA 'YAN. SABI KO TALAGA, "TOTOO 'YAN". TINIGNAN KO, YUNG BATANG GUMAGANUN NA, TAPOS DIYAN SA HARAP NAMIN NAMATAY, UMINIP TALAGA. TALAGANG PUMOTOK AKO. TAPOS TINIGNAN KO, "SINO PANG, O ITO PUTI. MAGANDA PARANG ARTISTA,</p>	
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PUTANG INA NAUNAHAN PA ANG MAYOR, UBUSIN NINYO. SHOOT TO KILL". USIL KO SA PICK-UP KO. TAPOS DIRETSO NA AKO. NAG-UBOS AKO NG ISANG MAGASIN.

FEMALE INTEVIEWER: MAYOR, KATONG NGA VIDEO, KAY VIRALL KARON SA

DUTERTE: THAT IS MY EXPLANATION. IF YOU DO NOT BELIEVE, IT, JUST THE NETWORK, YOU CAN SHOW IT. NGAYON YUNG PAGSABI KO, UTTER LANGUAGE 'YAN. GANUN ANG MGA LALAKI 'PAG NAGSALITA. "O, PUTANGINA NAUNAHAN MO PA AKO LECHE KA". YAN, TOTOO YAN. SORRY KUNG DI NAGUSTUHAN NG IBA. 'YAN ANG TOTOO. THAT IS AN INCIDENT BUT THERE IS A STORY BEHIND IT. 'YANG PAGSABI KO NG, "O, ITO NAUNAHAN PA ANG MAYOR", THAT IS A BAD INCIDENT. IT WAS A BAD REMARK, IT WAS A BAD JOKE. TALAGANG GALIT AKO, SINABI KO. GANUN ANG LALAKI MAGSALITA, "PUTANGINA MO, NAUNAHAN MO PA AKO". THAT'S A CLICHE. NGAYON, GANUN TALAGA. KUNG, THAT'S IT. YUNG MGA GAGO GANUN MAGSALITA.

FEMALE INTERVIEWER: SO HINDI PO TALAGA GINAMITAN?

DUTERTE: PARANG? IT'S RECORDED E. GALIT AKO. AT KUNG MAULIT YUN, BAKA GANUN RIN ANG MASABI KO.

MALE INTERVIEWER: BINABATIKOS KAYO NG MGA KALABAN NIYO SA PULITKA, NI LENI TSAKA NI ROXAS.

DUTERTE: KUNG WALA KAYONG PINATAY AT TAKOT NAMAN KAYONG MAGPAHOSTAGE KASI BAKA MAGKAMALI KA NG SAGOT, HUWAG KA NA LANG MAGPRESIDENTE. ANG BUHAY

		<p>NG ISANG TAO, MARAMING DADATING. PERO AKO NAMAN, GAWA KO PARA SA KAPWA KONG TAO. PINATAY KO NGA LAHAT E. AND I WAS INVESTIGATED BY A CONGRESSIONAL COMMITTEE. PUMUNTA DOON. LOOK INTO THE RECORDS OF THE CONGRESSIONAL COMMITTEE OF OPLAN. PUMUNTA SILA DITO INIMBISTIGAHAN AKO. RIGHT AT THE START, WHO'D BE THE FIRST TO BE CALLED AS A. SABI KO, "AKO", TAPOS SINABI KO, "WHO GAVE THE ORDERS?" TAPOS YUN. I DID. WHY? THEY WERE ARMED WITH TWO 16S AND ONE M14. AND THERE WERE ALREADY PERSONSKY. ANONG IIBAHIN KO DOON? "SIR, PUTANGINA SHOOT TO KILL. UBUSIN MO."</p> <p>DUTERTE: LISTEN TO MY EXPLANATION. I WILL NOT. AS A MATTER OF FACT, I AM EVEN WILLING TO LOSE THE PRESIDENCY. DO THAT, MAKE ME APOLOGIZE FOR SOMETHING WHICH I DID NA TALAGANG, AND IT WAS CALLED FOR THE DEMOLISH. I CAN LOSE THE GABRIELA AND ALL. WALA AKONG PAKIALAM. SABI KO SA INYO, "I WILL NOT DIE IF I DO NOT BECOME PRESIDENT. BUT CERTAINLY, AS A MATTER OF HONOR, I WILL STICK TO MY GUNS". I SAID IT IN THE HEAT OF ANGER. KUNG KAYO, NANDOON, SIGE MGA GABRIELA, SI MAR PATI SI ROXAS. IT'S ALL RECORDED. THERE IS LOREZA. NANDYAN SI FISCAL, LAHAT, YUNG MEDIA, YUNG RECORD NINYO. LAHAT KAYONG MGA NETWORK, MGA MAYNILA, NAGLIPARAN DITO. AND SO WHY DON'T YOU JUST LOOK AT THAT RECORD. SABI KO, "O PUTANGINANG MGA 'TO. NAUNAHAN ANG MAYOR PUKING INA", SABI KO, "PATAYIN MO LAHAT". SA GALIT. GANUN TALAGA MAGSALITA. GALING AKO DIYAN SA BABAE. DI NAMAN AKO ANAK NG HUNYO. WELL I CAN RETIRE. 'YANG</p>	
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		<p>KAPATID, YAN ANG TUMULONG. 'YANG ANAK KO. WALA AKONG, GINAWA KO NGA. I WILL IN THIS PARTICULAR, IT'S INVICTUS. WHAT'S THE TWO LINES OF INVICTUS? THERE'S THE TWO LINES THERE. PARANG SABI KO, GINAWA KO E. EDI, I AM INVOKING INVICTUS. I'M SORRY IN GENERAL. BECAUSE MAGSABI KO, SORRY TO A PARTICULAR ENTITY OR PERSON. I'M SORRY TO THE FILIPINO PEOPLE. IT'S MY STYLE, IT'S MY MOUTH. I SAID IT IN THE HEAT OF ANGER. BUT LISTEN TO THE STORY BEHIND. 'WAG KAYONG BASYA PAAMBAK-AMBAK DIYAN.</p> <p>MALE INTERVIEWER: MAYOR MERON NAMAN PONG MGA NEITIZENS NA SINASABI, GINAWA NIYO RAW JOKE YUNG RAPE. TOTOO PO BA?</p> <p>DUTERTE: NO, I WAS NOT. IT WAS NOT A JOKE. I SAID IT IN A NARRATIVE, I WAS NOT SMILING, I WAS JUST TALKING, MAKING SENSE NARRRRATIVE KASI ALAM KO 'PAG GINAWA KO 'YANG PARTICULAR EPISODE NG BUHAY KO, MAKIKITA SILA, "O MAY DINAGDAG KA DOON NA HINDI MO SINABI". THAT'S WHY WOMANIZER, NILALABAS KO NA AGAD. PARA WALA NA KAYONG MAHABOL SA AKIN. I SAID IT. AND SO? TIGNAN NIYO YUNG SITWASYON NIYO SA AKIN. THERE IS A HOSTAGE TAPOS GUSTO MO AKONG PATAYIN E BINAWALAN NAMAN AKO NI CORAZON AQUINO. EDI SANA DOON PA SA CITY HALL. SABI NITONG, SHOOTER 'TO E. SABI KO, PINATAWAG KO YUNG KAPATID KO. APAT O TAGDALAWA TAYO. "O SIGE". YUN. GUSTO NINYO AKONG MAGPRESIDENTE? MANIWALA KAYO? YOU HAVE THE RECORDS. TV AND ALL. KUNG AYAW NIYO NG GANUNG TAO MAGSALITA, E, PASENSYA. DOON KAYO SA ENGLISH-SPOKENING. YUNG MGA CONYO. DOON KAYO SA MGA</p>	
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		<p>MAGNANAKAW NA WALA NAMANG GINAWA. E ANO BANG GINAWA MO, SIGE TAPANGAN NIYO. MAGPAHOSTAGE KA DOON NG BARBERO, BINAY. PURO KA LANG HAKAW DIYAN. BUTI KA PA. AKO DITO NAGPAPAHOSTAGE, NAGTRABAHO, IN EXPENSE OF MY, SUSUGAL KO BUHAY KO DITO. KAYO DIYAN, NAKAW NANG NAKAW WALA NAMAN KAYONG GINAWA.</p> <p>DUTERTE: I AM THE MASTER OF MY FATE AND THE CAPTAIN OF MY SOUL. IF IT BRINGS ME DOWN, LET IT BRING ME DOWN. IT IF BRINGS ME UP TO THE PRESIDENTE, WELL AND GOOD. I WILL SERVE YOU. BUT I WILL NOT, AS A MATTER OF HONOR, APOLOGIZE FOR SOMETHING. AS A MATTER OF PRINCIPLE. I WILL APOLOGIZE TO THE FILIPINO PEOPLE. WHY? BECACUSE IN THE FIRST PLACE, EVERY THRIUM THAT IS COMMITTED AGAINST THE CITIZEN IS ALWAYS THE RESPONSIBILITY OF THE GOVERNMENT. THAT THE INCIDENT, SORRY. PERO KUNG SABIHIN MO YUNG BUNGANGA KO AS A MATTER OF PRINCIPLE, I WILL NOT. I WILL NOT FOR THE LIFE OF ME. I CAN LOSE THE ELECTION TODAY. HINDI NA LANG AKO MAKAATRAS KASI, MARAMI NANG NAGBIGAY SA AKIN NGAYON NA MATAAS NA ANG RATING KO. KAYA KO, TUMAGAL YUNG RATING KO TUMAAS, PERO WALA BIBIGYAN NG PERA. MAY KUNTI AKO, SO I WAS ABLE TO MOVE AROUND, GO TO SOME PLACES, CAMPAIGN THERE PERO, TELL GABRIELA, AS A MATTER OF PRINCIPLE, I WILL NOT. I, PUTANGINA ANDOON AKO SA DUGO. YOU WANT ME TO BE COURTEOUS TO REMEMBER TO BE COURTEOUS ALL THE TIME? SALITANG GUTTER 'YAN KASI GALING AKO DIYAN. NASUSUNOD KO YAN KUNG SAAN AKO LUMAKI NOON DIYAN SA BARANGGAY</p>	
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		<p>JACIENTO BOULEVARD. HINDI KO PROBLEMA YUNG, ANG PROBLEMA, TIGNAN NINYO, ANONG GINAWA KO HUWAG KAYONG MAKINIG SA BUNGANGA KO KASI ANG BUNGANGA KO TALAGA BASTOS. KASI LUMAKI AKO SA NEIGHBORHOOD NA PURO BASTOS. SINASABI KO SA INYO, MAHIRAP LANG KAMI. NAKITA MO YUNG BAHAY, TINGAN MO BAHAY NI MARCOS, LALO NA KAY BINAY MAY ELEVATOR PA. PUTANGINA KAY TAMAD MO, 'DI KA GUMAGAMIT NG HAGDANAN? MY ANSWER, NO APOLOGIES IN A PARTICULAR ENTITY OR PERSON. FOR THE FILIPINO, YES. BECAUSE IT HAPPENED. AND THAT IS WHY I SAY, "I'M SORRY". KASI KAILANGAN GUWARDIYAHAN MO TALAGA PALIGID MO. IF THERE'S INNOCENT PEOPLE KILLED, FOR THAT DAY, THAT IS THE RESPONSIBILITY OF THE GOVERNMENT. ESPECIALLY IF YOU'RE A TAX PAYER. TO THAT EXTENT, I SAID, "I'M SORRY" FOR THE FILIPINO PEOPLE. BUT TO APOLOGIZE TO GABRIELA, DO NOT CONTROL MY MOUTH. THIS IS MY MOUTH. GOD-GIVEN 'TO. AS A MATTER OF APOLOGY, I WILL NOT. I WILL NEVER. AT HUWAG KAYO MAG-ALALA, PAG NATALO AKO, THAT'S YOUR--GABRIELA, 'PAG NATALO AKO BECAUSE OF YOURS, EDI MALIGAYA NA KAYO. YUN NA ANG PAYO NINYO. SO JUST PRAY THAT I WILL LOSE. AND I WILL GIVE AND SAY THAT GABRIELA SAYS THAT, DO NOT VOTE FOR ME. UNAHAN KO NA KAYO. DO NOT VOTE FOR DUTERTE. THAT'S A BAD LANGUAGE. SABI NG KABILA, SABIHIN KO NA PARA SA INYO. SIGE. ALAM MO, GABRIELA, AND LAHAT, ELECTION IS NOT ALL TO A MAN'S LIFE. DALHIN KO YUNG, ANONG DAPAT KONG GAWIN? I BIND TO IT. MY MISTAKES, MY FAULT. YOU DO NOT HAVE TO FUCK IT. HUWAG MO AKO GANUN-GANUNIN. AKO NA</p>	
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		<p>MAGSABI, SABI NG GABRIELA, HUWAG NINYONG BOTOHIN SI DUTERTE KASI MASAMA ANG BUNGANGA. BUT MAKINIG KAYO SA ISTORYA. SANA HINDI KAYO. BUT IF ONE DAY GANUN ANG MANGYARI SA INYO, HINDI KO NAMAN, I HOPE IT WILL NOT HAPPEN TO YOU, TO YOUR DAUGHTER. I WAS, THE OTHER DAY, SA LAGUNA. ITO MAKINIG KAYO SO THAT I HAVE TO PUT SOMETHING IN MY EYES.</p> <p>DUTERTE: HUWAG MO MUNA ISIPIN YANG PULIS. 'YANG JUDGE, AND HUMAN RIGHTS AND OMBUDSSAN, FORGET IT. LET'S GO BY THE MOST FUNDAMENTAL ISSUE DITO. THE INTERNAL EQUATION OF JUSTICE. KARMA. BY WHAT RIGHT DO YOU HAVE TO COOK SHABU? SELL IT TO MY DAUGHTER AND SON AND MAKE THEM PRAISE YOU FOR WHOLE TIME. HINDI KO NGA DINADAPUAN YAN NG LANGAW E LAMOK. TAKIP GAWA YANG. ISA PA, ITO ANG, THE TRAGEDY OF ITO SABI KO, "ANONG NAGAWA NG AMA, UNANG INA ANG ISANG BATA, NA IRARAPIN NINYO, SISIRAIN NINYO ANG KATAWAN OF ONE YEAR OLD, TWO-YEAR OLD, TAPOS PAPTAYIN NINYO. ANONG KASALANAN NG NANAY PATI NANAY MO. NA GINAMIT NG DIYOS PARA 'YAN". SO WHERE IS JUSTICE? ALAM MO KAKASABI KO LANG NAGSASALITA AKO, "YOU KNOW WHAT? AYUN SA LAGUNA, CHECK IT OUT. YOU CHECK IT OUT". MAY NAGBULONG SA AKIN ANG PULIS SABI NIYA, "SIR MAY NANGYARI". SABI KO, "BAKIT?" I WAS INTERRUPTED. "SIR MAY KANINA SIYA NA PINATAY NA BATA, NARAPE. PINATAY MINARTILYO." CHECK IT OUT. THAT WAS THE ORDER.</p> <p>"MINARTILYO SIR YUNG DALAWANG NAHULI TAPOS YUNG DALAWA". SABI KO DOON SA POLICE, "HANAPIN NINYO YUNG DALAWA, PUTANGINA PATAYIN NINYO". SABI KO DOON SA LAGUNA,</p>	
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		"HANAPIN NINYO YUNG DALAWA". YUNG MGA OMBUDSMAN, HUMAN RIGHTS, SALAMAT.	
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NO	IMAGE	CAPTION
07		<p>Open letter to CHR and GABRIELA</p> <p>Ipagpaumanhin nyo po sana ang mensahe kong ito para sa inyo. Wala po ako sa posisyon o karangalan para punahin kayo. Ako ay simpleng entertainer at blogger lamang po. NGUNIT itong aking sasabihin ay ang damdamin ng mga ordinaryong Pilipino. Puna kayo ng puna kung si DUTERTE ay may issue sa kababaihan. Nagbiro siya akala mo ginawa nya talaga ng totoo. At kayo naman CHR kung maka-puna kayo sa pagpatay ni Duterte sa mga kriminal ay parang mga inosente ang kanyang mga pinatay. Tulad nga ng sinasabi ko sa mga rally ang elitistang gobyernong ito ang umaapi sa ating mga simpleng mamamayan at kayong Gabriela at CHR ay isa sa mga galamay nito! Yung totoo? MAGKANO ANG BAYAD SA INYO? Asan kayo ng si lola at lolo ay naghirap sa detention center?? Asan kayo ngayon na ang INOSENTE ang inaapi?? Paumanhin po sa aking mga kaibigan at ka-DDS, sasabihin ko lang ang damdamin nating lahat sa laglag bala issue na ito. PUNYETA KAYONG MGA NASA GOBYERNO! Lalo na sa inyong CHR at GABRIELA na puro daddak pag si Mayor Duterte ang issue! BUANG KAYO! Itigil nyo na ang pang-aapi sa mga ORDINARYONG PILIPINO!!!</p> <p>#duterterparasatunaynapagbabago</p>
09	<p><b>Stop the hate guys</b></p> <p>"I take no offense against Ms Davila. She was not at all biased. Every journalist worth her salt should ask probing and challenging questions. I never got offended during the debate. That's what free speech and democracy is all about. Finally, to my social media supporters, STOP IT - the insults, the threats, the bashing. Exercise discipline" - Mayor Rodrigo Duterte</p> 	<p>Message from our PRESIDENT. Pls pass</p>

10



Siguradong hindi nanaman po ito ilalabas sa BALITA sapagkat sinabayan ito ng rally ni MAR ROXAS kasama si Korina at Robredo at may dala silang media. Sa atin po walang media. Nakakalungkot po dahil pati dito sa Hongkong may MEDIA BLACK OUT. Karamihan ng Filipino Media dito sa Hongkong ay nabayaran din po ng kalaban. Mabuti nalang po na kahit wala si Mayor Duterte ay dagsaan pa din ang mga tao. Dahil mula sa puso ang kanilang suporta sa ating susunod na panguLo na si Duterte. I-share po natin ang video na ito para malaman ng BUONG PILIPINAS at BUONG MUNDO na si DUTERTE ANG SIGAW NG BAWAT PILIPINO! Salamat po sa mga Filipino dito sa Hong Kong. Mabuhay po kayo!

11



Pag si Duterte ay dinaya ako po at aking grupo ay sasama sa panawagang mapayapang rebolusyon. Dahil nagsalita napo ang taong bayan. KAPIT LANG MGA KA-DDS malapit na ang TUNAY NA PAGBABAGO.

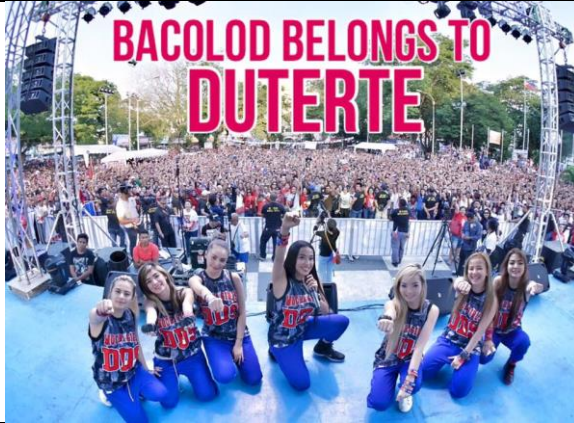


<p>12</p>		<p>Now happening DUTERTE IN NAVOTAS</p>
<p>13</p>		<p>HONGKONG CAMPAIGN SAME DAY</p> <p>Above photo - Duterte Rally Bottom photo- Roxas Rally</p>
<p>15</p>		<p>LATEST UPDATE- Matapos sabihin ni ROXAS na may Droga daw sa Davao, ito ay binalita kaagad ng Inquirer. Coincidence? Or planted? Sorry na lang si Roxas dahil mas mabilis ang DAVAO POLICE kaya bago pa makapasok ito ay nahuli na.</p> <p>COUPLE NABBED IN DAVAO FOR CARRYING ILLEGAL DRUGS WORTH P500,000 INQUIRER MINDANAO 05:06 PM February 22nd, 2016</p> <p>DAVAO CITY, Philippines — Authorities arrested a Lanao-based couple here after yielding nearly P500,000 worth of shabu at a military checkpoint in Barangay Sirawan in Toril district on Sunday. Adzhar Alabani, chief of the Philippine Drug Enforcement Agency (Pdea) in Southern Mindanao, said combined elements of the Pdea, the Toril district police and the Air Intelligence Security Squadron arrested Esmael, 40; and his wife, Ashinaya, 37, who hailed from Balabagan, Lanao del Sur.</p> <p>Albani said the Pdea got a tip that a Ford Everest with shabu was</p>

		<p>coming to the city on Sunday.</p> <p>This was why the Pdea – in coordination with other agencies – waited at the Task Force Davao checkpoint in Sirawan, he said.</p> <p>When the couple’s vehicle flagged down and was searched, Albani said they found some 50 grams of suspected shabu worth P450,000. The couple was immediately arrested and was charged for violation of the Comprehensive Dangerous Drug Act of 2002 on Monday, Albani said.</p> <p>The couple’s vehicle was also seized as part of evidence, he said.</p> <p>Read more: <a href="http://newsinfo.inquirer.net/767393/couple-nabbed-in-davao-for-carrying-illegal-drugs-worth-p500000#ixzz40uHut4y8">http://newsinfo.inquirer.net/767393/couple-nabbed-in-davao-for-carrying-illegal-drugs-worth-p500000#ixzz40uHut4y8</a></p> <p>Disclaimer-Not the actual photo.</p>
<p>16</p>		<p>Walang edit. Duterte in Bukidnon</p>
<p>18</p>		<p>MEDIA BLACKOUT! Hindi pinapakita ang dami ng taong sumusuporta sa mga rally ni Duterte! Chop-chop pa ang kanilang ibinabalita! TAYO ANG MEDIA NI MAYOR! Like and share po natin! Ipakita natin sa mga malalaking TV stations na hindi nila tayo mapipigilan sa pagsuporta kay DUTERTE!-- MOCHA USON</p>



20



Laban mga ka-DDS

21



Mga piloto para kay Duterte — at Kalibo International Airport.

23



DUTERTE IN NAVOTAS

Kahit saan si DUTERTE pumunta dinudumog sya ng tao

24



Just minutes away from the last debate. Praying for the Mayor and that the Filipino people will hear his message of change!  
FROM Alan Peter Cayetano PAGE

#DuterteCayetano

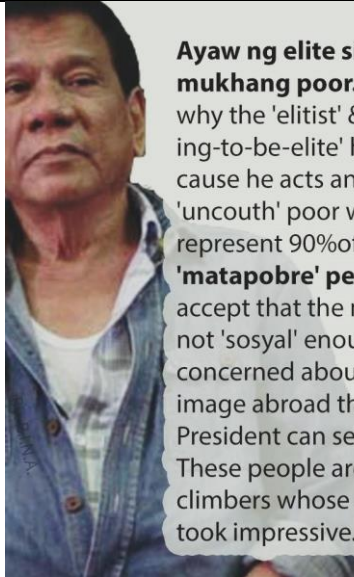
25



Siraan nyo pa si DUTERTE para lalo kami dumami at magliyab



26



**Ayaw ng elite si Duterte kasi mukhang poor.** The main reason why the 'elitist' & the 'trying-to-be-elite' hate Duterte is because he acts and talks like the 'uncouth' poor who happen to represent 90% of Pinoys. These **'matapobre' people** cannot accept that the next president is not 'sosyal' enough. They are more concerned about the country's image abroad than whether the President can serve Pinoys well. These people are the typical social climbers whose main goal is to look impressive. **SHARE THE TRUTH**

Lahat po ng kandidato nagsasabi galing sa mahirap pero ang tanong dyan ay-hanggang ngayon ba sila pa rin ba ay mahirap? At ang sagot ay **HINDI NA!** Sila ngayon ay mayaman na mayaman na dahil sa pagnanakaw sa kaban ng bayan. Si **DUTERTE** lamang ang nagsimulang simple at nanatiling simple. Kaya alam nya ang pulso ng mga ordinaryong Pilipino. At ang mga ordinaryong Pilipino ang kanyang pinagsisilbihan at hindi ang mga mayayaman at nagpapanggap na mayayaman. Sa aking mga kababayan wag na tayo mapagpanggap. Pagbali-baligtarin mo man ay tayo pa rin ay **THIRD WORLD COUNTRY**. Wag na tayo mag pa sosyal at piliin natin ang tunay na Presidente na magsisilbi sa atin. Hindi yung dahil sa "image" kaya natin iboboto.

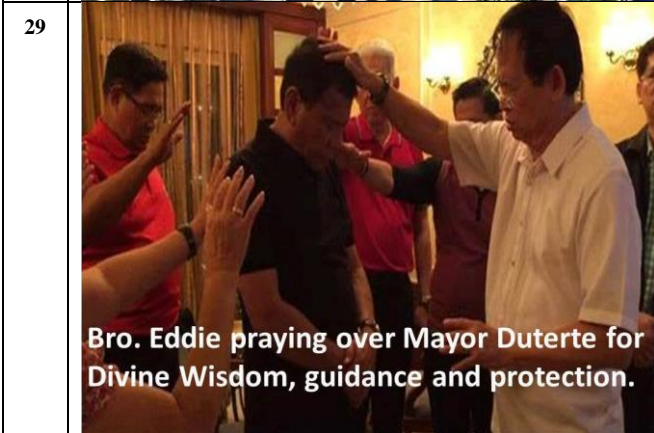
27



Para lamang po sa kaalaman ng mga mamamayan ng mga taga-GENERAL TRIAS. Nandito na po kami. Nagkaroon lamang po ng konting problema kanina. Meron pong mga **TAO** na hindi alam ang puso ng ating Presidente na si **DUTERTE**. Para sa kaalaman ng lahat-ang puso ni **DUTERTE** ay pantay pantay na pagtrato sa mga Pilipino. Galit po sya sa mga **MAYAYABANG** na taong mapang-api sa ordinaryong tao. Maging mapagmasid din po tayo dahil merong mga taong nasa ating hanay na hindi tunay na **DDS** at may sariling pang interest o di kaya galing sa kalaban at pumapapel at nanggugulo lamang. Magsi- simula na rin po kami. **MABUHAY ANG NGA TUNAY NA KA-DDS!**



Mocha Girls, my mom and our President- DUTERTE



Bro. Eddie praying over Mayor Duterte for Divine Wisdom, guidance and protection.

MUSLIM BROTHERS are for DUTERTE  
G12 is for DUTERTE  
JIL is for DUTERTE  
INC is for DUTERTE

Pag natalo pa yan. Sino ang nasa kalaban?



As far as I remember you were a soldier. Be a man of your words- RESIGN!  
Pls use #ResignTrillanes as you share this photo



32



Kung si ROXAS ay may bayarang ARTISTA,  
si DUTERTE ay may libreng suporta ng MASA.

33

**CALLING THE ATTENTION OF DDS**  
 Dahil hindi tayo nagkakaisa sa pagpili natin ng  
**VP ni DUTERTE**  
 at pilit na pinagtatambal sa kanya si Bongbong Marcos  
 Hindi malabong si  
**LENI ROBREDO**  
 ang manalo sa huli! (Ang sasaksak sa likod ni Duterte)  
 Why??? Dahil hati ang boto ng Duterte Supporters  
 Wake Up DDS! si Cayetano ang hand pick ni Mayor hindi is Marcos

**Support DUTERTE CAYETANO TANDEM**  
**PLEASE SPREAD THIS NOTICE!**

Our President is DUTERTE and we TRUST his CHOICE. Sana ang  
iba sa ating mga tunay na DDS ay sumunod na sa utos ng ating  
Pangulo.

Alan Peter Cayetano Rody Duterte

34



DUCAY in Iloilo.

35



Duterte-Cayetano Rally Iloilo. Sorry po walang live streaming po. Mahina po cgnal.

36



Duterte-Cayetano Motorcade Alabang

38



Youngest daughter of our President wearing our costume. Eto pa ang pangalawang pagkakataon na nakapagpa-picture kami sa kanya. Napaka-bait na bata. Napaka-humble at hindi "brat". She is so down to earth like her father



39



Pag walang corruption ganito ka-high tech ang bayan. Kaya po ligtas ang DAVAO dahil sa mga cctv (full hd) naka install po sa buong Davao. — at Public Safety Security Command Center.

40



We don't die we MULTIPLY.  
April 30, 2016: SORSOGON

41



LATE POST  
Candle-lighting rally here at davao freedom park. ☹️Sobra pong nakakaiyak when you are there. Uhaw na talaga ang tao sa TUNAY NA PAGBABAGO. — at Freedom Park, Roxas Ave., Davao City.

42

**FAKE SURVEY**  
**MAGLALABASAN NGAYON**  
**HANGGANG SA MAY 9**  
**1. DUTERTE**  
**2. ROXAS**  
**3. POE**  
**MOCHAUSONBLOG**  
**TAYO ANG MEDIA NI DUTERTE**

May nakuha po akong information na ngayong araw na ito ay may lalabas na FAKE SURVEY kung saan si ROXAS ay pangalawa na. Eto ay preparasyon sa darating na eleksyon upang i-kundisyon ang pag iisip ng tao para pag sya ang nanalo sasabihin nya na kasi sya ay pangawala sa survey at dahil na din sa Issue ni TRILLANES kay DUTERTE. Ang nasabing survey na ito ay gawa gawa lamang ng isang kumpanya. Ang kumpanyang ito ay naitayo lamang ngayong April 2016. Maghanda tayo mga ka-DDS at pasinungalingan ito sa ating mga kakilala. SHARE AND BE INFORMED.

43



Wala po akong masabi dito. Dko po kinaya ang ganitong publicity. Caption this nalang...



44



Sabay sabay ngayong araw nato. Tawag po dito GUTOM SA PAGBABAGO.

46



Get a chance to get free DU30 tshirt. Punta lang po kau sa show namin. Cu din po sa DAVAO on March 16

<p>47</p>		<p>DUTERTE IN MARBEL KORONADAL SOUTH COTOBATO</p> <p>Eto po ang mga pangyayari sa MARBEL KORONADAL South Cotobato. Sigurado pong hindi nanaman ilalabas ito ng MEDIA kahit napakarami nilang mga cameraman kanina. TAYO ANG MEDIA NI DUTERTE. Pls SHARE</p> <p>UPDATE SCHED OF DUTERTE-CAYATANO CAMPAIGN kung saan po kami ay sasama April 11- Taguig April 13 Malolos Bulacan Apri 18- Bacolod</p> <p>UPDATE ON OUR REGULAR SHOW- Uwi napo kami tom pabalik manila then 2 shows po Upstage Gold Malate 10pm Cowboy Grill Maate 1130pm</p>
<p>48</p>		<p>Mainit na nagaantay po ang mga ka-DDS natin sa ating mahal na Presidente Duterte dto sa AKLAN.</p>
<p>50</p>		<p>On our way to HONGKONG for Duterte's Grand Rally.</p>

51

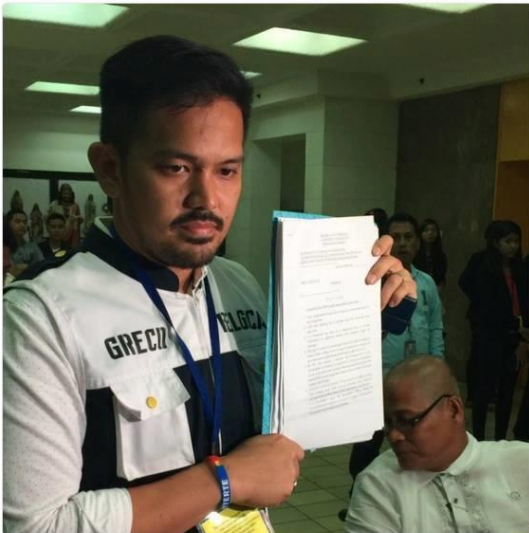


(no caption)

52



Senatorial bet Greco Belgica files cases of vote buying vs Mar Roxas & Sen Grace Poe at the Comelec | @pia\_gutierrez



hindi pa nahahalal nag tratrabaho na yan si Greco Belgica



<p>53</p>		<p>DUTERTE-CAYETANO URDANETA PANGASINAN (AFTER THE DEBATE-APRIL24) FOR VIDEO- <a href="https://www.facebook.com/Mochablogger/videos/10154191210641522/">https://www.facebook.com/Mochablogger/videos/10154191210641522/</a></p>
<p>54</p>		<p>i love the last part, DONT STOP SCREAMING and if they touch you SLAP HER</p>
<p>55</p>		<p>From 2 shows deretso to Davao. Para sa Bayan! #duterte2016 — at Zambia A Christian Nation - Mated Relationship and Marriage Advise Corner.</p>

56



Get a chance to get free DU30 tshirt. Punta lang po kau sa show namin. Cu din po sa DAVAO on March 16

57



Para sa kaalaman mo TRILLIANES, SALAMAT sayo dahil lalong nag apoy ang damdamin ng mga PILIPINO para kay DUTERTE. Ang tawag sayo TRILLIANES ay isang malaking BITTER! Porket hindi ka tinanggap ni Duterte bilang VP nagpapagamit ka nalang kay POE. Tuta ka ng mga elitista! #duterotecayetano #duterte


58



Grabeh ang tao dto sa Caloocan. Panalo na talaga si MAYOR.

## APPENDIX C

### INDIVIDUAL ANALYSIS TABLE

<b>POST 1</b>	
 <p style="text-align: center;"><b>Mocha Usong Blog</b> February 27, 2016 · Mandaluyong · 🌐</p> <p style="text-align: center;"><b>DUTERTE, NAPAIYAK SA CEBU</b></p> <p style="text-align: center;">Nakakalungkot na ang mga malalaking TV STATIONS ay may kinikilingang kandidato. Lagi na lamang kulang-kulang ang ipinapakita nila pag dating kay DUTERTE kaya't siya ay nami-misinterpret. Itong video na ito ay kuha sa Cebu kung saan si DUTERTE ay napaiyak dahil sa malinit na pagsuporta ng mga CEBUANOs. Hindi po ito ipinapakita sa mga malalaking TV stations. I-SHARE po natin ang video na ito dahil tulad nga ng sabi ni DUTERTE, "KAYO NA LANG ANG MEDIA KO". Rody Duterte #tunaynapagbabago</p>	
Invention	Video, Text
Arrangement	Video was edited, Locator
Style	Usage of crowd shots, Philippine flag, Baste Duterte campaigning for his father, closed fist pose throughout motorcades
Visual Rhetoric	By Baste campaigning for his father in the streets of Cebu, it brings the campaign closer to the people, the Filipino people, with its emphasis on the masses, as illustrated by the use of the flag
Memory	(Loc) for Duterte, #tunaynapagbabago
Delivery	Usage of hashtags, Tags Rody Duterte
Usage	Antagonization, Conversion, Mobilization
Logos	Duterte is a bisaya, and with him, there is a greater chance of representation, which the media doesn't show.
Ethos	The video was in the POV of Baste and Duterte, and the caption was Usong's personal take on media
Pathos	Duterte crying, overwhelmed by the support, Sadness as expressed by Mocha Usong about the media blackout, People were encouraged to become Duterte's media.
Synthesis	The Mocha Usong Blog made content that exhibited support for Duterte from multiple people which brought him to tears, which showed that even if he is a tough man, he has a soft side for Filipinos who support him. The Mocha Usong Blog then calls upon its followers to spread the word about Duterte since the media does not show this.



## POST 2



Invention	Video with Graphics
Arrangement	Compilation of footage of crimes and footage from hospital
Style	Usage of flag, Closed fist pose, footage of crimes, and people in hospitals image of Duterte, Cesar Montano, colors – red, blue, white, Mocha Uson Blog – Tayo ang Media ni Duterte logo
Visual Rhetoric	Showing footage of crimes may incite fear to people and the person offers a solution through good governance. Support from people was shown through the closed fist pose
Memory	Duterte, usage of hashtag, Tapang at Malasakit, usage of logo
Delivery	#TAMAsiDUTERTE
Usage	Conversion
Logos	With Duterte, the country will be safer
Ethos	Cesar Montano, as a celebrity endorser
Pathos	Fear, Concern
<b>Synthesis</b>	The Mocha Uson Blog created content that shows to people that Duterte can bring change to the country through good governance.



### POST 3



**MOCHA USON BLOG** is with Robin Padilla.  
February 26, 2016 · Mandaluyong

Robin Padilla Libreng Nangangampanya

I really admire Mr. Robin Padilla for fearlessly campaigning for DUTERTE. I've been waiting for other Artists/Celebrities to do the same. I know a lot of Artists who will vote for DUTERTE but are afraid to come out in the open because their career might be at stake when other Presidential Candidates win. I understand their sentiments ngunit tulad nga ng sinabi ni Sir Robin, si DUTERTE na ang huling baraha natin at sana ay gawin na natin ang lahat para siya ay manalo. People don't realize that aside from DUTERTE, wala na po tayong makikitang ibang politiko na gaya niya na masasabi nating walang bahid ng korupsiyon. At hindi lang iyon, siya ay may puso para sa mahirap. Maaring maraming Politikong galing sa hirap ngayon ay mayaman na. Si Duterte ang tangiang nag-i-isang kandidato na galing sa simpleng buhay at nanatiling simpleng tao hanggang sa kasalukuyan.

Udyokan natin ang mga celebrities, musicians, entertainers, artists, etc. na isantabi muna ang kanilang career at ikampanya si DUTERTE ang ating huling pag-asa! DUTERTE needs YOU to campaign for him dahil marami pa sa ating mga kababayan ang nabubulag sa konting tulong na ibinibigay ng ibang mga kandidato. Handa silang ipagpalit sa P200 ang kanilang boto. Hindi sapat na tayo ay naniniwala lamang kay DUTERTE. We need to actively and aggressively campaign for DUTERTE if we want TRUE CHANGE in our country. Sa mga celebrities/musicians/entertainers, do whatever you can to influence your followers to vote for DUTERTE. BE ACTIVE at paglaban natin ang ating huling baraha! And to Sir ROBIN PADILLA, salute to you sir, Mabuhay ka! Kaya para sa ating lahat, ituloy natin ang ating suporta at pangangampanya kay DUTERTE para sa TUNAY NA PAGBABAGO ng ating bansa!

Invention	Video, Graphics, Text
Arrangement	Continuous footage from the HK rally, locator
Style	Robin Padilla, Baste Duterte, usage of profanity
Visual Rhetoric	With this setup, Padilla connects to the people and makes them agree to his points and arguments and making Duterte more palatable to the audience by cursing, by normalizing it. The presence of a celebrity also boosts a campaign's reach.
Memory	True change, #duterte2016 #tunaynapagbabago
Delivery	Tags Robin Padilla
Usage	Antagonization, Conversion, Mobilization
Logos	Cursing is not an issue, issue should be the projects done by the government. Trillanes is against Duterte even if he himself has nothing to prove Artists come forward to support Duterte
Ethos	Robin Padilla himself talks about Duterte, the government and Trillanes, and talks directly to the masses
Pathos	Pity on our situation, Actively campaign for Duterte
Synthesis	The Mocha Uson Blog created content that brings Duterte closer to the people through a celebrity (Robin Padilla) and asks people to actively support Duterte's campaign. At the same time, the video addresses issues of Trillanes against Duterte.

**POST 4**



**MOCHA USON BLOG**  
 March 19, 2016 · 🌐

**MEDIA BLACKOUT KAY DUTERTE**  
 (My Interview with DUTERTE)

Alam naman po natin na ang mga TV Networks sa Pilipinas ay may kinikilingang mga kandidato at hindi kasama rito si DUTERTE. Hindi nila pinapakita ang dami ng supporters ni DUTERTE tulad nalang ng kanyang pinaka-malaking Rally sa Davao. Ako mismo ay nandoon kasama ang aking grupo. Nasaksihan namin ang makasaysayang pangyayaring yun. At sa katunayan po ay napuno ang newsfeed ng Facebook patungkol sa Candle-lighting Rally. Ngunit wala ni isang TV Network ang nagpakita nito. Kaya sa naisip kong tanungin si Mayor patungkol sa mga issue katulad nito:

1. Ano po ang masasabi nyo sa mga balitang kayo ay dadayain?
2. Ano po ang masasabi nyo sa mga Netizens na naging mas agresibo ang pangangampanya sa inyo dahil sa MEDIA BLACKOUT?
3. Paano ninyo po mapo-proteksyonan ang mga opisyal ng gobyerno na magpapatupad ng BATAS pagkayo ay naging Pangulo?

Panuorin at i-share po natin ang kanyang mga sagot dahil TAYO ang MEDIA ni DUTERTE.

Invention	Text, Video
Arrangement	Video is edited
Style	Interview with Duterte, casual interview, looks like a guerilla interview, Mocha Uson Blog logo, capital letter for DUTERTE, Duterte uses multiple languages to express himself
Visual Rhetoric	Mocha Uson was interviewing Duterte, doing functions of the media and asks for his opinion, using capital letters to emphasize it
Memory	Duterte, Media Blackout
Delivery	Tags various pages - Rody Duterte, Alan Peter Cayetano, Duterte Cayetano, Inday Sara Duterte, and A Sebastian "Baste" Duterte
Usage	Conversion, Antagonization
Logos	People need to hear Duterte's opinion on the possible cheating on the upcoming election, and the media blackout The government is oppressing the people,
Ethos	Duterte himself is answering questions addressed by Uson
Pathos	Media is not trustworthy, listen to Duterte, induces hate towards the government
Synthesis	The Mocha Uson Blog created content that presents Duterte's viewpoint on issues thrown at him and his candidacy, and sparks conversation on the media blackout experienced by Duterte.

## POST 5



**MOCHA USON BLOG**  
May 7, 2016 · 🌐

Like Page

### SILENT MAJORITY?

Noong ako po ay nagpa-gas kagabi may mga lumapit na mga naka-dilaw sa aking sasakyan. Nakita nila ang DUTERTE-CAYETANO sticker na nakapaskil sa sasakyan ko. Humingi sila ng DUTERTE-CAYETANO baller, stickers at tshirts! Sabi nila sa akin, "trabaho lang itong ginagawa namin, DUTERTE kami!". Limang daang piso (500 pesos) daw ang ibinayad sa kanila. Marami tayong mga kababayan na ganito. Tatanggapin ang pera dahil sa hirap ng buhay ngunit si DUTERTE pa rin ang kanilang iboboto. Hindi natin sila masisisi.

May mga balita kaming nakalap na mga estudyante naman at mga LGU employees (local government unit) ang pilit na pinasusuo ng DILAW at REQUIRED mag-attend ng rally.

Sila ang mga kababayan natin na tinatawag ni Roxas na SILENT MAJORITY na kakampi "daw" nila. OO, "SILENT" nilang SINUSUPORTAHAN si DUTERTE sa kabila ng sapilitang pagsusuo nila ng dilaw.

Btw, pumayag sila na i-video ko ito dahil inis na inis sila sa kumuha sa kanila. Dahil sila'y pagod na pagod at gutom na gutom at HINDI SILA BINIGYAN NG MERIENDA TULAD NG IPINANGAKO sa kanila.

Invention	Video, text
Arrangement	Video was unedited, text/caption was used to explain what was happening
Style	Uson wearing blue, people wearing yellow, multiple closed fist poses, Capital letters DUTERTE CAYETANO
Visual Rhetoric	It was contradicting that people who were asking for merch were wearing Roxas-Robredo yellow t-shirts
Memory	Duterte, Cayetano, Silent majority
Delivery	Normal post
Usage	Mobilization, Conversion, Antagonization
Logos	Supporting the opponent was a job and people got paid to do it, Invitation to come to the rally
Ethos	Uson talking to people as she distributes merch, Video as proof of support
Pathos	Hate towards opponent, Pity to the people who asked for merch, Shame on those who required the people to support them
Synthesis	The Mocha Uson Blog created content which showed supporters of other candidates actually wanting to vote for Duterte by asking for merch, and Uson herself invites them to the upcoming grand rally in Luneta.

## POST 6



**MOCHA USON BLOG**  
 March 3, 2016 · Like Page · \*\*\*

DUTERTE has conquered the NORTH!

Sa tagal na po naming ikina-kampanya si DUTERTE, ito po ang kauna-unahang pagkakataon na nakasama namin siya sa entablado. Bilang isang Pangasinense, ako at ang MOCHA GIRLS ay naimbitahan na magperform sa campaign rally for DUTERTE sa LYCEUM NORTHWESTERN UNIVERSITY. Taga Dagupan City ang aking mga magulang at mga kamag-anak. Doon ako lumaki at nag-aral mula nursery hanggang highschool.

May nakapagsabi sa amin noon na mahina daw si DUTERTE sa PANGASINAN. Kaya laking gulat na lang namin nang makita at maramdaman namin ang malint na pagtanggap ng mga taga-PANGASINAN kay DUTERTE. Walang hakot, walang namimigay ng pera at bigas. Hindi ng tulad ng ginagawa ng ibang mga kandidato para makahakot ng mga tao. At higit sa lahat- WALANG MGA BAYARANAG ARTISTA. Isa lang masasabi ko kay DUTERTE at ang kanyang teammate na si CAYETANO- napaka-SIMPLENG mga tao. In our line of work, ang MOCHA GIRLS po ay laging naimbitahang magperform sa mga probinsya na organisado ng local government. Kaya sanay na kami sa mga politkong may dalawang mukha. Mabait sa harap ng camera pero pag talikod may sungay pala. Si DUTERTE walang mga epal na body guard. Kahit sino pwedeng lumapit sa kanya at magpa-selfie. At kinakausap pa niya ang mga ito. Hindi tulad ng ibang mga politiko na halos maligo ng alcohol dahil pinandirihan ang mga kumakamay sa kanila. DUTERTE IS THE PRESIDENT OF THE MASSES. Pangulo ng mga ordinaryong tao at hindi ng mga elitistang nagpapanggap na mahirap. CHANGE IS COMING. Let's spread this video so people will know that DUTERTE has conquered the NORTH!

Invention	Video, Text
Arrangement	Edited video, Locator
Style	Numerous crowd shots, Capital letters (DUTERTE IS THE PRESIDENT OF THE MASSES), shaking hands of people
Visual Rhetoric	Showing Duterte with the masses connects him to them as their president
Memory	Uploading content from a different entity/group,
Delivery	Video was provided by CinEmotion Digital Films
Usage	Conversion, Mobilization
Logos	Duterte connecting to the masses shows how different he is from other politicians (by bowing to the crowd and being one with them during motorcades).
Ethos	the caption is her personal take on the issue
Pathos	Simplicity, Religion, Humble
Synthesis	The Mocha Uson Blog created content that shows Duterte's personal connection to people in the campaign by emulating values on respect and religion, and branding Duterte as the President of the Masses. The content also called for support by sharing the video.

## POST 7



Like This Page · April 21, 2016 · Edited ·

Open letter to CHR and GABRIELA

Ipagpaumanhin nyo po sana ang mensahe kong ito para sa inyo. Wala po ako sa posisyon o karangalan para punahin kayo. Ako ay simpleng entertainer at blogger lamang po. NGUNIT itong aking sasabihin ay ang damdamin ng mga ordinaryong Pilipino. Puna kayo ng puna kung si DUTERTE ay may issue sa kababaihan. Nagbiro siya akala mo ginawa nya talaga ng totoo. At kayo naman CHR kung makapuna kayo sa pagpatay ni Duterte sa mga kriminal ay parang mga inosente ang kanyang mga pinatay. Tulad nga ng sinasabi ko sa mga rally ang elitistang gobyernong ito ang umaapi sa ating mga simpleng mamamayan at kayong Gabriela at CHR ay isa sa mga galamay nito! Yung totoo? MAGKANO ANG BAYAD SA INYO? Asan kayo ng si lola at lolo ay naghirap sa detention center?? Asan kayo ngayon na ang INOSENTE ang inaapi?? Paumanhin po sa aking mga kaibigan at ka-DDS, sasabihin ko lang ang damdamin nating lahat sa laglag bala issue na ito. PUNYETA KAYONG MGA NASA GOBYERNO! Lalo na sa inyong CHR at GABRIELA na puro dakdak pag si Mayor Duterte ang issue! BUANG KAYO! Itigil nyo na ang pang-aapi sa mga ORDINARYONG PILIPINO!!!  
#duterteparasatunaynapagbabago

Invention	Text, Image
Arrangement	Collage, Tags CHR and Gabriella
Style	Open letter format, two images of elder people, tunay na pagbabago, usage of profanity
Visual Rhetoric	Using a variation of the same situation emphasizes it and the struggle of the person in the photograph
Memory	Usage of Hashtag, DDS
Delivery	#duterteparasatunaynapagbabago
Usage	Antagonization
Logos	The focus too much on criticizing Duterte instead of helping those in need
Ethos	Herself as a concerned citizen, blogger
Pathos	Humble, concern, worry
Synthesis	The Mocha Uson Blog made content that used a sorry story to tap on the anger of regular Filipinos towards government institutions who have neglected their constituents and are now attacking Duterte.



## POST 8



Invention	Video, Text
Arrangement	Video was edited, locator and date
Style	Usage of the Philippine flag, Duterte entering the stadium, Mocha Usong Blog – Tayo ang media ni Duterte logo, crowd shot
Visual Rhetoric	Seeing Duterte being supported by a sea of people from a region shows the number of his supporters and their closed fist pose while holding the flag on the other hand.
Memory	Chants of Duterte multiple times
Delivery	Strong cheers then transition to a nationalistic song
Usage	Conversion
Logos	Duterte is supported by many
Ethos	Video as proof of number of supporters
Pathos	Friendliness of Duterte to his supporters to show up after a debate
<b>Synthesis</b>	The Mocha Usong Blog created content that shows the large number of supporters Duterte has in Urdaneta.

POST 9

## Stop the hate guys

"I take no offense against Ms Davila. She was not at all biased. Every journalist worth her salt should ask probing and challenging questions. I never got offended during the debate. That's what free speech and democracy is all about, Finally, to my social media supporters, STOP IT - the insults, the threats, the bashing. Exercise discipline" - Mayor Rodrigo Duterte





**MOCHA USON BLOG**  
Like This Page · April 26, 2016 · 🌐

Message from our PRESIDENT. Pls pass

👍❤️👎 65K
2.5K Comments 27K Shares

Invention	Text, image, text and image
Arrangement	Text edited with image
Style	Image of Duterte and Davila, capitalizing words
Visual Rhetoric	A selfie of the two shows that they are at peace, and the usage of capital letters emphasizes words that should be focused on
Memory	Our president
Delivery	Normal post
Usage	Mobilization
Logos	Social media supporters should stop the hate towards Davila
Ethos	Duterte himself addressing the issue
Pathos	Discipline
<b>Synthesis</b>	The Mocha Uson Blog made content that rallied people to “stop the hate” that Duterte wants to happen to subliminally show how he is a benevolent leader.

POST 10



**MOCHA USON BLOG**  
Like This Page · April 3, 2016 ·

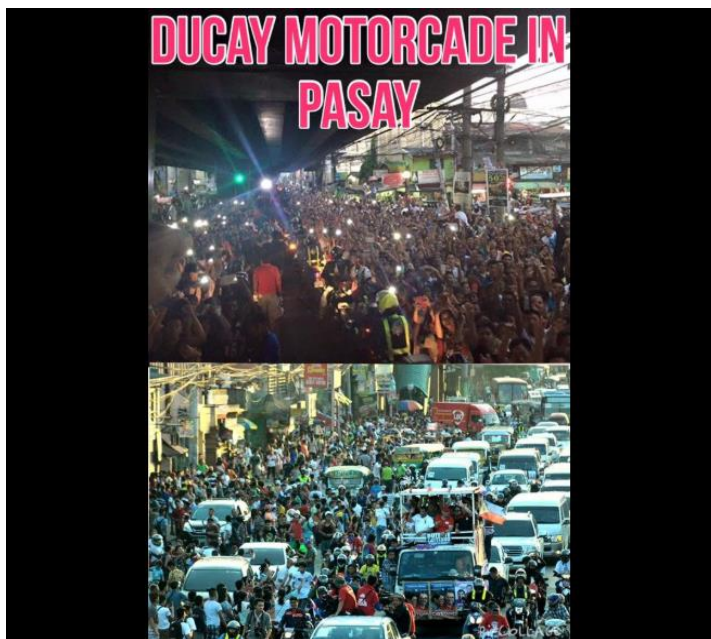
Siguradong hindi nanaman po ito ilalabas sa BALITA sapagkat sinabayan ito ng rally ni MAR ROXAS kasama si Korina at Robredo at may dala silang media. Sa atin po walang media. Nakakalungkot po dahil pati dito sa Hongkong may MEDIA BLACK OUT. Karamihan ng Filipino Media dito sa Hongkong ay nabayaran din po ng kalaban. Mabuti nalang po na kahit wala si Mayor Duterte ay dagsaan pa din ang mga tao. Dahil mula sa puso ang kanilang suporta sa ating susunod na pangulo na si Duterte. I-share po natin ang video na ito para malaman ng BUONG PILIPINAS at BUONG MUNDO na si DUTERTE ANG SIGAW NG BAWAT PILIPINO! Salamat po sa mga Filipino dito sa Hong Kong. Mabuhay po kayo!

👍👎🗨️ 66K      2.6K Comments 25K Shares

Invention	Text, image, Text on image
Arrangement	Locator
Style	Duterte Merch, Mocha Uson Blog logo, Mocha Girls logo, blue and red colors, closed fist pose, crowd shot, emphasis on Media Blackout
Visual Rhetoric	The usage of this image shows the supporters of Duterte in HK, support was shown by using the merch and the pose
Memory	Usage of logo, Filipinos in HK are for Duterte
Delivery	Asking people to share the post, normal post
Usage	Antagonization, Mobilization
Logos	Same day rally in HK as Roxas but there is more support for Duterte which media will not show
Ethos	Image as proof, Uson telling the situation on the caption
Pathos	Anger and disgust to Roxas and media, Thankful to Duterte supporters
Synthesis	The Mocha Uson Blog made content that showed the massive support of even overseas Filipinos to Duterte and asks everyone else to do the same, all while saying how the other candidate's political rallies didn't have the same support.



POST 11



MOCHA USON BLOG

Like This Page · May 2, 2016 ·

Pag si Duterte ay dinaya ako po at aking grupo ay sasama sa panawagang mapayapang rebolusyon. Dahil nagsalita napo ang taong bayan. KAPIT LANG MGA KA-DDS malapit na ang TUNAY NA PAGBABAGO.

42K

1.7K Comments 10K Shares

Invention	Text, image, text on image
Arrangement	Collage, Locator
Style	Two crowd shots, Capital DDS and TUNAY NA PAGBABAGO, usage of red for font
Visual Rhetoric	Crowd shots show the number of supporters during a motorcade, emphasis of DDS, duterte's supporters and TUNAY NA PAGBABAGO, his campaign tagline
Memory	Usage of words DDS and Tunay na pagbabago
Delivery	Normal post, Image supports each other
Usage	Mobilization
Logos	Given the crowd of supporters, people wanted him to win
Ethos	Usage of image to support, caption was used by Uson to tell her opinion
Pathos	Confident of Duterte's win, Fierce in making a promise to start a revolution if Duterte loses
Synthesis	The Mocha Uson Blog made content that showed the support of the big motorcycle community in the Philippines which is commonly used by ordinary folk.

## POST 12



Invention	Text, Image
Arrangement	Locator (Time and Location)
Style	Crowd shot, All caps for DUTERTE IN NAVOTAS
Visual Rhetoric	Using a crowd shot image and tagging the location of the event establishes the number of people in the area
Memory	Duterte in (location)
Delivery	Normal post
Usage	Mobilization
Logos	The crowd follows Duterte's campaign
Ethos	Uson used the image as proof
Pathos	Informative
<b>Synthesis</b>	The Mocha Uson Blog made content that rallied people to go and be one of the masses who support Duterte.

POST 13



**MOCHA USON BLOG**  
 Like This Page · April 3, 2016 · 🌐

HONGKONG CAMPAIGN SAME DAY

Above photo - Duterte Rally  
 Bottom photo- Roxas Rally

👍👎❤️ 54K

3.2K Comments  
 21K Shares

Invention	Text, Image
Arrangement	Collage, Locator (Location)
Style	Duterte – crowd shot with Mocha girls, red, blue, closed fist, Mocha Uson Blog logo, Mocha Girls logo Roxas – people in a plaza wearing yellow
Visual Rhetoric	Direct association of yellow to Roxas’ campaign
Memory	Usage of the same photo but for a different purpose
Delivery	Comparison of the two photos
Usage	Antagonization
Logos	Duterte has more supporters than Roxas
Ethos	Uson’s POV on the rallies’ situation
Pathos	Convincing people to believe that it was the Roxas campaign rally even if there was no mention or image of Roxas in the shot
<b>Synthesis</b>	The Mocha Uson Blog made content that compared the supporters of Duterte, and their staunch rival, the Liberal Party’s standard bearer, Mar Roxas

## POST 14



Invention	Video, Text, Music Video
Arrangement	Edited video
Style	Conversation/Message/Threat to Trillanes, personal attacks, capital letters TRILLANES, wearing a Duterte shirt, numerous endorsers in one video (Mocha Girl, person with dwarfism, Moymoy Palaboy)
Visual Rhetoric	Using a personality to criticize can become intimidating, using comedic stunts can help lighten the mood, having more endorsers get more support
Memory	Trillanes, Catchy tune
Delivery	Serious tone to comedic in the end, transitions to music video
Usage	Antagonization, Conversion
Logos	Trillanes has questionable integrity, and Duterte has concern towards people
Ethos	Seika questions Trillanes' credibility
Pathos	Anger and shame towards Trillanes, Support and appreciation towards Duterte
<b>Synthesis</b>	The Mocha Uson Blog created content that incites anger towards the efforts of Trillanes to put Duterte in bad light, by having celebrity endorsers back up Duterte by showing support in comedic and artistic manners.



## POST 15



**MOCHA USON BLOG**

Like This Page · February 22, 2016 near Manila · Edited ·

LATEST UPDATE- Matapos sabihin ni ROXAS na may Droga daw sa Davao, ito ay binalita kaagad ng Inquirer. Coincidence? Or planted? Sorry na lang si Roxas dahil mas mabilis ang DAVAO POLICE kaya bago pa makapasok ito ay nahuli na.

COUPLE NABBED IN DAVAO FOR CARRYING ILLEGAL DRUGS WORTH P500,000  
INQUIRER MINDANAO  
05:06 PM February 22nd, 2016

DAVAO CITY, Philippines — Authorities arrested a Lanao-based couple here after yielding nearly P500,000 worth of shabu at a military checkpoint in Barangay Sirawan in Toril district on Sunday. Adzhar Alabani, chief of the Philippine Drug Enforcement Agency (Pdea) in Southern Mindanao, said combined elements of the Pdea, the Toril district police and the Air Intelligence Security Squadron arrested Esmael, 40, and his wife, Ashinaya, 37, who hailed from Balabagan, Lanao del Sur.

Invention	Text, Image
Arrangement	Inclusion of link for the news, News report was used as caption
Style	Image of drugs, marked money, suspects, and police from a source
Visual Rhetoric	Justice was served
Memory	Roxas was mentioned
Delivery	News was reposted with a different photo
Usage	Antagonization
Logos	It seems suspicious that this news on drugs in Davao occurred after Roxas' announcement
Ethos	News article was placed in the caption, and Uson used the post to give an update on the incident
Pathos	Anger and distrust towards Roxas
<b>Synthesis</b>	The Mocha Uson Blog made content that sowed distrust towards their rival, the Liberal Party's bet, Mar Roxas by making the full news article available on Facebook with a matching (but inaccurate) image.

POST 16




**MOCHA USON BLOG**
...  
 Like This Page · April 1, 2016 ·   
 Walang edit. Duterte in Bukidnon  
  


 59K
 1.3K Comments 11K Shares

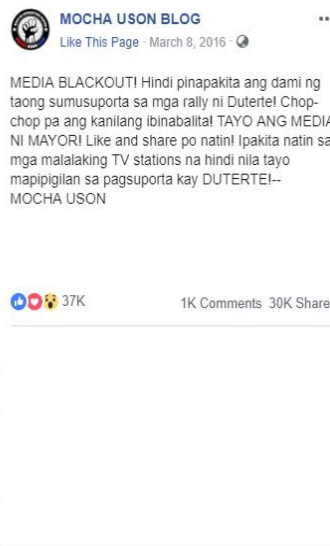
Invention	Text, Image, text on image
Arrangement	Text edited on image, Collage, Locator
Style	Two crowd shots – one taken from the stage, one aerial shot, Presence of the back of Duterte
Visual Rhetoric	Providing two photos in the same location establishes
Memory	Duterte in (location)
Delivery	Photos supporting each other
Usage	Mobilization
Logos	The crowd follows Duterte’s campaign
Ethos	By Uson saying <i>walang edit</i> , it leads the audience to believe that the content is genuine.
Pathos	Firmness and confidence
<b>Synthesis</b>	The Mocha Uson Blog made content that showed the provincial support to Duterte and dispelling any suspicion that said support is manufactured/manipulated.

POST 17



Invention	Video, Text
Arrangement	Video was continuous
Style	Sit-down interview, Coffeeshop setting, Alan Peter Cayetano, Duterte-Cayetano polo shirt
Visual Rhetoric	Having a planned, sit-down interview with Cayetano addresses concern by the masses
Memory	Duterte, Cayetano
Delivery	Facebook live
Usage	Antagonize, Mobilize
Logos	Cayetano was defending Duterte against Trillanes' accusations, which were already proven false, and the usage of children to put Duterte in negative light was a lowblow The tshirt designs were personally made by people, which shows how invested people are to Duterte and his campaign.
Ethos	Cayetano was answering the question by Uson
Pathos	Desperation, Informative
Synthesis	The Mocha Uson Blog created content that address the issues on the upcoming election through an interview with Duterte's runningmate, Cayetano, who through thick and thin is there for Duterte. The video also emphasizes on the desperation of opponents to bring Duterte down. It asks for support by asking supporters to wear red come election day to show the number of voters for Duterte.

POST 18



Invention	Publicity material, text, image
Arrangement	Material made by a graphic design studio
Style	Image of Duterte, red and black colors, Plain font
Visual Rhetoric	Using Duterte’s image establishes connection and support to his campaign
Memory	Tayo ang Media ni Mayor, “Like and Share po natin”
Delivery	Using an image made by a graphic design studio
Usage	Mobilization, Antagonization
Logos	She emphasized that media is biased against Duterte and that his supporters should do the media’s job
Ethos	Identifying herself in the post and establishing the authority of the citizen in becoming Duterte’s media
Pathos	Hate and anger
Synthesis	The Mocha Uson Blog made content that antagonize traditional media, all while empowering everyone else to continue showing their support for Duterte by sharing social media content.



## POST 19



Invention	Video, Graphics, text
Arrangement	Video was edited, Tags ABS-CBN in caption
Style	Steady shot talking directly to the camera, Mocha Uson Blog – Tayo ang Media ni Duterte logo, edited ABS-CBN logo, Duterte shirt/merch
Visual Rhetoric	Talking directly to the camera makes the convo seem personal Editing the ABS-CBN logo pushes the audience to boycott the tagged Biased Media
Memory	DDS
Delivery	Normal post
Usage	Antagonization, Mobilization
Logos	Critic the politician through platforms, ABS-CBN is biased
Ethos	Mocha Girl, giving examples of the situation
Pathos	Informative but shows shame towards critics and their below the belt tactics – using kids Very personal approach Asking for audience to not support the media
Synthesis	The Mocha Uson Blog created content that incites anger and hatred towards ABS-CBN, which was tagged as a biased media. Campaigning against supporting such media was also exhibited through this content.

POST 20



MOCHA USON BLOG  
 Like This Page · April 18, 2016 ·  
 Laban mga ka-DDS  
 53K  
 878 Comments  
 8.2K Shares

Invention	Image, Text, Text on image
Arrangement	Locator
Style	Crowd shot, Red and Blue, Closed fist pose
Visual Rhetoric	Crowd shot shows the large number of supporters, red and blue – campaign colors, closed fist pose – stability and strength
Memory	(Location) belongs to Duterte, DDS
Delivery	Normal post
Usage	Conversion
Logos	The crowd follows Duterte’s campaign
Ethos	The Mocha Girls showing support for Duterte
Pathos	Supportive towards Duterte’s supporters
Synthesis	The Mocha Uson Blog made content that showed how even in the <i>balwarte</i> of the Liberal Party (with Leni Robredo’s late husband hailing from Bacolod), people still support Duterte.

POST 21



Invention	Text, image
Arrangement	Locator
Style	Closed fist pose
Visual Rhetoric	This closed fist pose shows support towards Duterte
Memory	(Job) para kay Duterte
Delivery	Normal post
Usage	Conversion
Logos	Professionals support Duterte
Ethos	Having professionals support Duterte increases his support base
Pathos	Support
<b>Synthesis</b>	The Mocha Uson Blog made content that displayed how even professionals support Duterte showing that Duterte isn't just for the underprivileged masses, but even for the well-educated ones.

POST 22



Invention	Video, Graphics, Text
Arrangement	Video was edited
Style	Sheryl Cruz (artist), sit-down interview
Visual Rhetoric	Sheryl Cruz coming out to show non-support of her own cousin weakens Poe’s campaign
Memory	Multiple mentions of the 2022 election, and how she personally helped her senatorial campaign in 2013
Delivery	Normal post
Usage	Antagonization
Logos	Sheryl Cruz campaigning against her cousin
Ethos	Sheryl Cruz’s opinion on the video and Mocha Uson’s opinion on the caption
Pathos	The caption states support and respect towards Cruz for her statement.
Synthesis	The Mocha Uson Blog created content that highlights how Grace Poe does not have the support of her own family members for her campaign for presidency.

**POST 23**



**MOCHA USON BLOG**  
 Like This Page · April 27, 2016 · 🌐

**DUTERTE IN NAVOTAS**  
 Kahit saan si DUTERTE pumunta dinudumog sya ng tao

👍❤️👍 50K      1K Comments  
 10K Shares

Invention	Image, text
Arrangement	Locator
Style	Duterte shirt merch, crowd shot, closed fist pose, capital letter for DUTERTE
Visual Rhetoric	Using a crowd shot image and tagging the location of the event establishes the number of people in the area Emphasizing Duterte
Memory	A variation of an image previously posted, Duterte in (location), Mentions Duterte multiple times
Delivery	Normal post
Usage	Conversion
Logos	Duterte has a following
Ethos	Mocha Girls showing support for Duterte
Pathos	Confidence
<b>Synthesis</b>	The Mocha Uson Blog made content that displayed the massive support for Duterte.



POST 24



MOCHA USON BLOG

Like This Page · April 24, 2016 ·

Just minutes away from the last debate. Praying for the Mayor and that the Filipino people will hear his message of change!

FROM Alan Peter Cayetano PAGE

#DuterteCayetano

55K

1.5K Comments

4.4K Shares

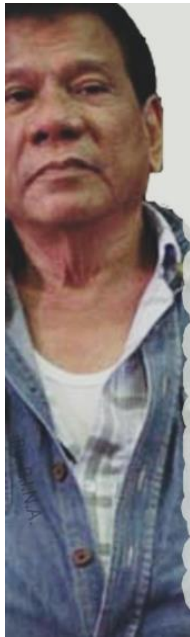
Invention	Text, Image
Arrangement	Describing where the photo was taken place
Style	Duterte and his family, Cayetano
Visual Rhetoric	Friends and Family's support
Memory	#DuterteCayetano
Delivery	Reposting image from Cayetano's page, Tagging the Cayetano page
Usage	Conversion
Logos	Message of change from Duterte
Ethos	Cayetano as a source
Pathos	Religiousness, love
<b>Synthesis</b>	The Mocha Uson Blog made content that emphasized how Duterte is a loving and religious man, tapping on the religiousness of the Filipino people.

POST 25



Invention	Text, Image, Text on image
Arrangement	Collage, Image by Rikkilim Photography, Locator
Style	Red and blue confetti, two crowd shots, capital letters DUTERTE, Duterte himself onstage, people pose with closed fist
Visual Rhetoric	Duterte being seen surrounded by a sea of supporters, with the closed fist pose, shows likelihood of winning
Memory	Duterte, Duterte in (location)
Delivery	Posting content made by a different person/company
Usage	Antagonization
Logos	Duterte has supporters and it keeps increasing
Ethos	Using two kinds of crowd shots emphasizes the number of supporters
Pathos	Sparking hatred and anger
Synthesis	The Mocha Uson Blog made content that showed the support for Duterte while challenging his opponents with a promise that it will only keep them growing to show how the people do not believe in their rivals anymore.

POST 26



**Ayaw ng elite si Duterte kasi mukhang poor.** The main reason why the 'elitist' & the 'trying-to-be-elite' hate Duterte is because he acts and talks like the 'uncouth' poor who happen to represent 90% of Pinoys. These **'matapobre' people** cannot accept that the next president is not 'sosyal' enough. They are more concerned about the country's image abroad than whether the President can serve Pinoys well. These people are the typical social climbers whose main goal is to look impressive. **SHARE THE TRUTH**



MOCHA USON BLOG

Like This Page · April 26, 2016 · Edited ·

Lahat po ng kandidato nagsasabi galing sa mahirap pero ang tanong dyan ay-hanggang ngayon ba sila pa rin ba ay mahirap? At ang sagot ay HINDI NA! Sila ngayon ay mayaman na mayaman na dahil sa pagnanakaw sa kaban ng bayan. SI DUTERTE lamang ang nagsimulang simple at nanatiling simple. Kaya alam nya ang pulso ng mga ordinaryong Pilipino. At ang mga ordinaryong Pilipino ang kanyang pinagsisibihan at hindi ang mga mayayaman at nagpapanggap na mayayaman. Sa aking mga kababayan wag na tayo mapagpanggap. Pagball-baigtarin mo man ay tayo pa rin ay THIRD WORLD COUNTRY. Wag na tayo mag pa sosyal at piliin natin ang tunay na Presidente na magsisibi sa atin. Hindi yung dahil sa "image" kaya natin iboboto.

34K

1.8K Comments 22K Shares

Invention	Text, Image, Text on image
Arrangement	Usage of text as image
Style	Image of Duterte
Visual Rhetoric	Duterte is for the masses with the way he acts
Memory	DUTERTE
Delivery	Normal post
Usage	Conversion
Logos	The elite is against Duterte, and candidates who say they were poor at not actually poor, gave statistics (90%)
Ethos	Uson's personal take on the issue that the elite is anti-Duterte
Pathos	Humble, Simplicity
Synthesis	The Mocha Uson Blog made content that showed how the people should support Duterte because he is like the most the Filipinos - simple, from poverty, and unsophisticated. By doing this, the Mocha Uson Blog is able to paint why he is the right choice despite the him not being "sosyal!"



POST 27



**MOCHA USON BLOG**  
 Like This Page · April 14, 2016 ·

Para lamang po sa kaalaman ng mga mamamayan ng mga taga-GENERAL TRIAS. Nandito na po kami. Nagkaroon lamang po ng konting problema kanina. Meron pong mga TAO na hindi alam ang puso ng ating Presidente na si DUTERTE. Para sa kaalaman ng lahat-ang puso ni DUTERTE ay pantay pantay na pagtrato sa mga Pilipino. Galit po sya sa mga MAYAYABANG na taong mapang-api sa ordinaryong tao. Maging mapagmasid din po tayo dahil merong mga taong nasa ating hanay na hindi tunay na DDS at may sariling pang interest o di kaya galling sa kalaban at pumapapel at nanggugulo lamang. Magsi- simula na rin po kami. MABUHAY ANG NGA TUNAY NA KA-DDS!

41K  
 2.6K Comments  
 9.9K Shares

Invention	Text, image, text on image
Arrangement	Collage, locator
Style	Crowd shot, red text, capital letters DUTERTE
Visual Rhetoric	Crowd shots shows the large number of supporters, emphasis on Duterte by using capital letters, more noticeable
Memory	Duterte in (location), Duterte, DDS
Delivery	Normal post
Usage	Mobilization, Antagonization
Logos	Duterte is for the Filipino because he shows equal treatment to all
Ethos	Showing crowd and venue of event make it more legit
Pathos	Duterte is kind, and angry at people who are proud
Synthesis	The Mocha Uson Blog made content that showed the support towards Duterte and his character which many approve of.

POST 28



MOCHA USON BLOG  
 Like This Page · March 2, 2016 ·  
 Mocha Girls, my mom and our President- DUTERTE  
 50K 597 Comments 3K Shares

Invention	Image, Text
Arrangement	Image was not edited
Style	Duterte merch, Duterte on the image, closed fist pose, capital letters DUTERTE
Visual Rhetoric	Seeing Duterte alongside the Mocha Girls and Uson's mom showing support
Memory	Duterte, using OUR president
Delivery	Normal post
Usage	Conversion
Logos	Uson's mom supports Duterte
Ethos	Image as preference/proof, as mocha girls and uson's mom show support
Pathos	Support from family
Synthesis	The Mocha Uson Blog made content that highlighted how Mocha is personally close to Duterte, making herself a relevant and trustworthy source of information about him.

POST 29



Bro. Eddie praying over Mayor Duterte for Divine Wisdom, guidance and protection.

**MOCHA USON BLOG**  
Like This Page · May 4, 2016 ·

MUSLIM BROTHERS are for DUTERTE  
G12 is for DUTERTE  
JIL is for DUTERTE  
INC is for DUTERTE

Pag natalo pa yan. Sino ang nasa kalaban?

38K  
2.6K Comments  
12K Shares

Invention	Image, Text, Text on image
Arrangement	Mentioning of various religious groups
Style	Religious figures praying over Duterte, Capital letters DUTERTE, mentioning Bro. Eddie on text
Visual Rhetoric	Having religious figures support Duterte by praying over him symbolizes their blessing of his candidacy
Memory	DUTERTE, religious figures are known
Delivery	Normal post
Usage	Converting
Logos	Duterte has the support of people from various religions
Ethos	Using religion and religious figures to convince people to vote for Duterte
Pathos	Religiousness
Synthesis	The Mocha Uson Blog made content that showed religious support from different sects (with Bro. Eddie being featured) to show how he is uniting people of different beliefs.

**POST 30**



MOCHA USON BLOG  
 February 13, 2016  
 Laging pinagmamalaki ni DUTERTE ang DAVAO. Ano ba ang meron sa DAVAO? #duterte2016 #tunayngpagbabago

Invention	Video, Graphics, Text
Arrangement	Edited video
Style	Usage of multiple languages, Forum, Profanity (putangina)
Visual Rhetoric	Showing a footage promoting Davao shows the work of Duterte and how he can do that kind of change for the country
Memory	#tunaynapagbabago #duterte2016
Delivery	Usage of hashtags
Usage	Conversion
Logos	Duterte is a stern leader and people should listen to him, and he has done actual projects in Davao that benefited the people
Ethos	Duterte, Cayetano, Video as proof of the good things Duterte has done for Davao
Pathos	Thankful, concern towards people
<b>Synthesis</b>	The Mocha Uson Blog created content that proves the positive change Duterte has done for Davao during his term as mayor and pushes for the narrative that Duterte could do the same for the country.

## POST 31



MOCHA USON BLOG

Like This Page · April 30, 2016 ·

As far as I remember you were a soldier. Be a man of your words- RESIGN!  
Pis use #ResignTrillanes as you share this photo

👍👎👏 22K

5.1K Comments 22K Shares

Invention	Text, Image, Text on Image, Image on Image
Arrangement	Combining multiple images to support and emphasize
Style	Image of Trillanes, Red text, RESIGN
Visual Rhetoric	Providing proof against Trillanes' allegation and orders him to fulfill his promise of resignation
Memory	Multiple mention of resign
Delivery	Using hashtags to easily track, asking people to share the photo
Usage	Mobilization and Antagonization
Logos	Urge Trillanes to resign after his allegations after proof of bank account
Ethos	Providing source/image from twitter and Uson her own voice to give opinion
Pathos	Using Trillanes's position as a soldier to remind him to fulfill his promise of stepping down
Synthesis	The Mocha Uson Blog made content that antagonize the opposition, Sen. Trillanes, even to the point of asking him to resign from his post multiple times, to exemplify the tough persona of the DDS community who support Duterte.



POST 32



**MOCHA USON BLOG**  
 Like This Page · March 9, 2016 · 🌐

Kung si ROXAS ay may bayarang ARTISTA,  
 si DUTERTE ay may libreng suporta ng MASA.

👍❤️👍 39K

1.2K Comments  
 8.4K Shares

Invention	Text, image, text on image
Arrangement	Collage
Style	Roxas’ supporters wearing yellow, Duterte’s shot shows crowd, Capital letters DUTERTE
Visual Rhetoric	Showing only a row of Roxas’s supporters and comparing it to the crowd that Duterte was able to mobilize shows that Duterte captured the people’s heart
Memory	Using both Mar and Roxas but constant usage of DUTERTE
Delivery	Normal post
Usage	Antagonization
Logos	Duterte has the crowd, and Roxas has support of artist whom he paid
Ethos	Image as proof and Uson’s POV
Pathos	Discrediting Roxas’ supporters and calling them bayaran
<b>Synthesis</b>	The Mocha Uson Blog made content that displayed how Duterte has the support of the masses unlike his opponents (with the Liberal Party featured) who get paid support.

### POST 33



Invention	Text, Text as image
Arrangement	Image made by SUEHANNE Creative Solution LLC
Style	Colors red, white, yellow, blue
Visual Rhetoric	Red and blue used mostly for text mentioning Duterte and Cayetano Yellow was noticeably used for Robredo and other text that calls to action
Memory	DDS, our president, image by a company/group
Delivery	Tags Alan Peter Cayetano and Rody Duterte
Usage	Antagonization, Conversion, Mobilization
Logos	DDS should support Cayetano not Marcos, and distrust Robredo
Ethos	Duterte's choice of VP should be followed by his supporters
Pathos	Trusting the decision of Duterte
Synthesis	The Mocha Uson Blog made content that actively called upon the DDS community to support Duterte's running mate, Cayetano, by instructing them to simply trust in Duterte's decision as it will ensure that the opponent, Leni Robredo, will not get the position.

**POST 34**




**MOCHA USON BLOG**
⋮  
 Like This Page · April 19, 2016 · 🌐

DUCAY in Iloilo.



 38K

1.2K Comments  
 7.7K Shares

Invention	Text, Image
Arrangement	Locator
Style	Crowd shot
Visual Rhetoric	Using a crowd shot image and tagging the location of the event establishes the number of people in the area
Memory	Usage of Ducay, Ducay in (loc)
Delivery	Normal post
Usage	Conversion
Logos	Duterte has a lot of supporters
Ethos	Image as proof of the number of supporters
Pathos	Informative
<b>Synthesis</b>	The Mocha Uson Blog made content that presented the support for Duterte and Cayetano to show a unified front.



**POST 35**



**MOCHA USON BLOG**  
 Like This Page · April 19, 2016 · ⋮

Duterte-Cayetano Rally Iloilo. Sorry po walang live streaming po. Mahina po cgnal.

👍❤️👏 42K 🗨️ 993 Comments 🔗 3K Shares

Invention	Text, Image
Arrangement	Locator
Style	Two kinds of merch, Crowd shot, Mocha Girls, red, blue, white
Visual Rhetoric	Crowd shot – many supporters, Two kinds of Merch – personalization
Delivery	Using shortcuts
Usage	Conversion
Logos	Shows the crowd who attended the rally to those who were not able to see it
Ethos	Image as proof, the presence of the Mocha Girls
Pathos	Apologetic that there was no live stream
<b>Synthesis</b>	The Mocha Uson Blog made content that feature their group who strongly support Duterte with a sea of people behind them to egg people to support Duterte.

**POST 36**



**MOCHA USON BLOG**  
 Like This Page · April 9, 2016 · 🌐

Duterte-Cayetano Motorcade Alabang

👍👎❤️ 40K      1K Comments 6.8K Shares

Invention	Text, Image
Arrangement	Locator, Collage, image from CinEmotion
Style	Crowd shots
Visual Rhetoric	Using two images from same location emphasizes the large number of supporters
Memory	Duterte-Cayetano [motorcade] in (loc)
Delivery	Posting content made by different group/organization
Usage	Conversion
Logos	Duterte and Cayetano is supported by people
Ethos	Image as proof of the number of supporters
Pathos	Informative
<b>Synthesis</b>	The Mocha Uson Blog made content that featured Duterte and Cayetano in a motorcade with a massive audience to display how much support they are getting from the Filipino people.

POST 37



Du-Cay sa Tondo

Like Comment Share

MOCHA USON BLOG Follow

19K 1,285 Comments 20,791 Shares

Invention	Video, Text
Arrangement	Continuous video of the conversation
Style	Conversing to the people in Manila slum
Visual Rhetoric	They are with and for the people, especially for those in need
Memory	Duterte and Cayetano
Delivery	Asking people to share
Usage	Antagonization, Conversion, Mobilization
Logos	People are experiencing various problems and Duterte and Cayetano are there to listen and give advice, and people should see it before the media edits it out of context.
Ethos	Duterte and Cayetano address the concern of residents of Tondo
Pathos	Shows the struggles of the Filipino people
<b>Synthesis</b>	The Mocha Uson Blog created content that brings Duterte and Cayetano closer to the masses by showing how they listen to these people and give advice on how to solve their problems. By doing so, it shows that Duterte is for the masses, and more people should know about this.

**POST 38**



**MOCHA USON BLOG**  
 Like This Page · April 25, 2016

Youngest daughter of our President wearing our costume. Eto pa ang pangalawang pagkakataon na nakapagpa-picture kami sa kanya. Napaka-bait na bata. Napaka-humble at hindi "brat". She is so down to earth like her father

👍👎👤 39K 693 Comments 1.5K Shares

Invention	Text, Image
Arrangement	Image was not edited
Style	Kitty Duterte, Mocha Girls in various merch, closed fist pose
Visual Rhetoric	Kitty Duterte is one of them
Memory	Associating the values of Kitty to his father
Delivery	Normal post
Usage	Conversion
Logos	Kitty is humble
Ethos	Herself citing personal experience
Pathos	Convincing people that Kitty is a humble person
<b>Synthesis</b>	The Mocha Uson Blog made content that shows the Mocha Girls with Kitty Duterte to show how they are in fact working closely with him.

POST 39



**MOCHA USON BLOG**  
 Like This Page · April 10, 2016 · Edited ·

Pag walang corruption ganito ka-high tech ang bayan. Kaya po ligtas ang DAVAO dahil sa mga cctv (full hd) naka install po sa buong Davao. — at Public Safety Security Command Center.

34K 594 Comments 6.3K Shares

Invention	Text, Image
Arrangement	Locator
Style	Mocha Girls wearing different Duterte merch
Visual Rhetoric	Being in the facility that Duterte established says that he could do the same thing to the country
Memory	Davao
Delivery	Tagging of location where photo was taken
Usage	Conversion
Logos	Duterte has done good things for Davao to ensure safety
Ethos	Image as proof of the progress in Davao
Pathos	Amusement, Pride, Safety
<b>Synthesis</b>	The Mocha Uson Blog made content that show the superiority of Davao which Duterte has run for a long time to show that this kind of technology could exist everywhere in the Philippines if Duterte becomes president.



**POST 40**



Invention	Text, Image, Text on image
Arrangement	Collage, Locator
Style	Red text, Duterte, crowd shot, Philippine flag
Visual Rhetoric	Duterte communicates with the people, and he has a lot of supporters in that area
Memory	Duterte in (loc), association of the flag
Delivery	Normal post
Usage	Conversion
Logos	The number of supporters is increasing
Ethos	Image as proof, Uson's POV
Pathos	Pride
<b>Synthesis</b>	The Mocha Uson Blog made content that showed the big amount of support for Duterte's campaign.

## POST 41



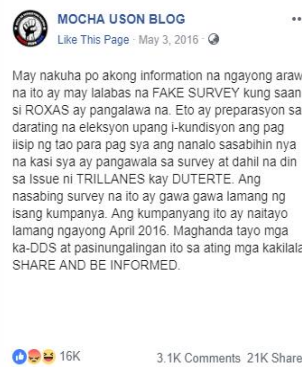
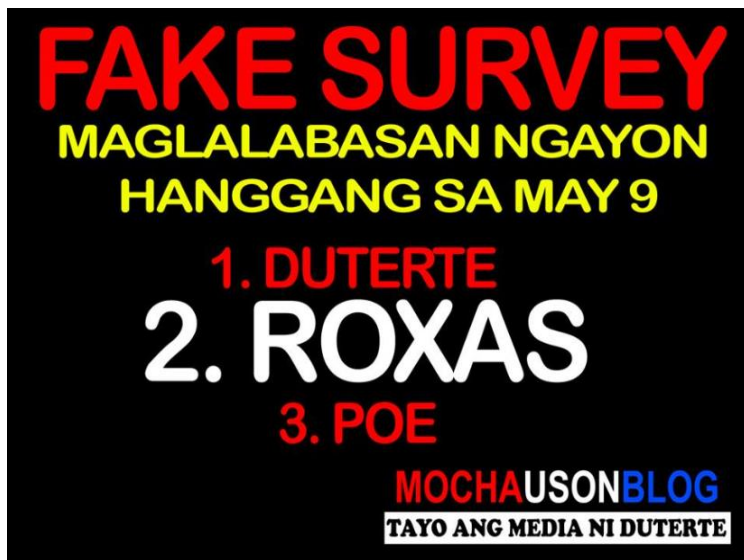
**MOCHA USON BLOG**  
Like This Page · March 18, 2016 · 🌐

LATE POST  
Candle-lighting rally here at davao freedom park. 🔥  
Sobra pong nakakaiyak when you are there. Uhaw na talaga ang tao sa TUNAY NA PAGBABAGO. — at Freedom Park, Roxas Ave., Davao City.

👍❤️👏 38K      434 Comments 2.1K Shares

Invention	Text, Image
Arrangement	Locator
Style	Selfie, Mocha Girls, Crowd, Fire emoji
Visual Rhetoric	The crowd shot emphasizes the large number of supporters, and the Mocha Girls' support for Duterte
Memory	Tunay na Pagbabago
Delivery	Tagging the location
Usage	Conversion
Logos	People want change
Ethos	Image as proof, Mocha Girls' support, Uson's POV
Pathos	Outburst of emotion, happiness
<b>Synthesis</b>	The Mocha Uson Blog made content that inspired its followers to be part of something feel-good such being one of the supporters of Duterte.

POST 42



Invention	Text, Text as image
Arrangement	The text image was made by the Mocha Uson Blog
Style	Emphasis on Fake Survey and Roxas, logo of Mocha Uson Blog – Tayo ang Media ni Duterte
Visual Rhetoric	Showing people this kind of information raises awareness
Memory	DDS
Delivery	Share to people
Usage	Antagonization and Mobilization
Logos	Survey results are rigged and are distributed to condition the mind of the masses
Ethos	Uson’s personal source was used as reference of the fake survey results
Pathos	Anger, Anxious
Synthesis	The Mocha Uson Blog made content that antagonized their opponent, Liberal Party’s Mar Roxas, by claiming that they are untrustworthy because they will be releasing a fake survey result.



POST 43



**MOCHA USON BLOG**  
 Like This Page · March 24, 2016 · 🌐

Wala po akong masabi dito. Dko po kinaya ang ganitong publicity. Caption this nalang...

👍👎👤 22K      6.6K Comments 11K Shares

Invention	Text, Image
Arrangement	Collage
Style	Images of Grace Poe inside a church, lighting a candle and praying
Visual Rhetoric	Grace Poe was only doing this because she is surrounded by media
Memory	Grace Poe in the image
Delivery	Normal post
Usage	Antagonization
Logos	Grace Poe is a fraud, being religious for publicity
Ethos	Let's the people interpret the image
Pathos	Hate, Disgust
<b>Synthesis</b>	The Mocha Uson Blog made content that showed disgust towards opponent, Grace Poe, showing how her every move seems like a publicity stunt to stain her authenticity as a person.

POST 44



Invention	Image, Text, Text on Image
Arrangement	Collage, Locator
Style	Collage, crowd shot, green, artsy font
Visual Rhetoric	Various shots from different locations reinforces the number of supporters all over the country, even abroad. Usage of green is different from everything else.
Memory	Location
Delivery	Normal post
Usage	Conversion
Logos	People want change, which is why they support Duterte
Ethos	Image as proof of the supporters by Duterte
Pathos	Proud
<b>Synthesis</b>	The Mocha Uson Blog made content that showed multiple locations filled with people who support Duterte to display how he has massive support and people should vote for him.

## POST 45



MOCHA USON BLOG  
May 1, 2016 · 🌐

Like Page

BABUYAN SA SENADO

Kung seryoso po tayong mga ka-DDS sa TUNAY NA PAGBABAGO ng ating bayan dapat iboto din natin ang mga kakampi ni DUTERTE sa SENADO. Si Pastor GRECO BELGICA ay isa sa pinaka-matapang at may paninindigan na tumatakbo para sa SENADOR. Kailangan siya ng ating Mayor para sa mas mabilis na maisaayos ang ating bansa. Nakakalungkot isipin na amg mga tulad nila DRILON, PANGILINAN, SOTTO at RECTO ang nangunguna sa survey kahit sila ang pinakamataas na nakatanggap ng PDAF at patuloy na nagpapahirap sa mga PILIPINO. Mga ka-DDS tulungan natin si GRECO upang malinis ang ating SENADO na pinamamahayan ng mga patay gutom sa pera na mga SENADOR. Alisin ang mga BABOY sa SENADO at paltan ng tulad ni GRECO BELGICA. Tulungan natin si GRECO dahil wala syang pera tulad ni DUTERTE dahil hindi sya corrupt, paki share nalang po ito. SALAMAT DDS.

Invention	Video, Graphics, Text
Arrangement	Edited video
Style	Interview of Uson with Belgica surrounded by Mocha Girls, Duterte shirt, Mocha Uson Blog – Tayo ang Media ni Duterte logo, Capitalization on chosen words
Visual Rhetoric	Presenting a senatoriable who supports Duterte increases support for both Duterte and the candidate
Memory	Tunay na Pagbabago, DDS
Delivery	Tags multiple pages
Usage	Antagonize, Mobilize
Logos	People should support Belgica’s senatorial campaign as he supports Duterte and his campaign
Ethos	Belgica answers Uson’s questions on the current system and his support for Duterte
Pathos	Religion (Pastor Belgica)
Synthesis	The Mocha Uson Blog created content that promotes a candidate that supports Duterte and campaign for someone who supports for Duterte, and someone who sees what’s wrong with the current system.

## POST 46



MOCHA USON BLOG

Like This Page · March 9, 2016 ·

Get a chance to get free DU30 tshirt. Punta lang po kau sa show namin. Cu din po sa DAVAO on March 16

38K

520 Comments 705 Shares

Invention	Text, image
Arrangement	locator
Style	Duterte shirt with Philippine flag, DU30
Visual Rhetoric	Association of the Philippine flag to Duterte and his campaign, support of the model for Duterte
Memory	Du30, promotes shows
Delivery	Normal post
Usage	Mobilization
Logos	Get a chance to win a shirt
Ethos	Uson's POV, mocha girl
Pathos	Inviting, excitement
<b>Synthesis</b>	The Mocha Uson Blog made content that offered a prize to people who will go to a campaign sortie for Duterte to show their support.

## POST 47



**MOCHA USON BLOG**

Like This Page · April 10, 2016 · Edited

DUTERTE IN MARBEL KORONADAL SOUTH COTOBATO

Eto po ang mga pangyayari sa MARBEL KORONADAL South Cotobato. Sigurado pong hindi nanaman ilalabas ito ng MEDIA kahit napakarami nilang mga cameraman kanina. TAYO ANG MEDIA NI DUTERTE. Pls SHARE

UPDATE SCHED OF DUTERTE-CAYATANO CAMPAIGN ... See More

👍👎👁️ 27K



1K Comments 11K Shares

Invention	Text, Image, Text on image, usage of logo
Arrangement	Collage, Locator
Style	Collage, Colors – red, blue, white on logo, crowd shot, Philippine flag beside Duterte, emphasis on Tayo ang Media
Visual Rhetoric	Crowd shot with Duterte in a location shows the large number of supporters, while beside a flag associates his campaign to its usage
Memory	Usage of logo, Duterte in (loc)
Delivery	Asking people to share the post
Usage	Antagonization, Mobilization
Logos	The media does not show what actually happens in rallies, which is why she shows these photos. Sharing the campaign schedule invites people to attend.
Ethos	Image as proof of supporter, Uson's POV
Pathos	Anger, Supportive
Synthesis	The Mocha Uson Blog made content that offered a prize to people who will go to a campaign sortie for Duterte to show their support.





## POST 48




**MOCHA USON BLOG**
...  
 Like This Page · April 20, 2016 · 

Mainit na nagaantay po ang mga ka-DDS natin sa ating mahal na Presidente Duterte dto sa AKLAN.




 29K

959 Comments 8K Shares

Invention	Image, Text
Arrangement	Locator
Style	Crowd shot, people wearing blue and red and various Duterte merch
Visual Rhetoric	The sea of people are supporters of Duterte
Memory	DDS, dto sa (loc)
Delivery	Normal post
Usage	Conversion
Logos	People who support Duterte are patient and eager to see him
Ethos	Image as proof of supporters, Uson's POV
Pathos	Patience, Anticipation
<b>Synthesis</b>	The Mocha Uson Blog made content that venerated Duterte so much that people wait in the heat to see him.

**POST 49**



**MOCHA USON BLOG**  
April 17, 2016 · 🌐

Like Page · ...

**PALIWANAG NI DUTERTE SA RAPE ISSUE**

Eto po ang explanation mismo ni mayor sa isyung "rape comment". Para po ito sa mga ka-DDS na mejo naguluhan. Hindi po ito sa mga taong naghahanap ng butas para siraan si Duterte dahil mahirap po makakita ang taong nagbubulag bulagan. Mas napahanga kami ng mapanuod namin ang buong kwento ni Mayor. Sino kaya sa ibang kandidatong ang kayang mag pa hostage kapalit ang kanyang sarili?

Invention	Video, Text
Arrangement	Continuous footage of interview with various media
Style	Duterte is seated as he retells the story of negotiation
Visual Rhetoric	Duterte is shown to connect to the people by telling his story
Memory	DDS
Delivery	Normal post
Usage	Conversion
Logos	Duterte has been in politics for so long and he is willing to risk his safety to serve the people, shift of conversation on the rape comment and talk about what he had done in the past
Ethos	Duterte tells the story of the hostage taking incident when Cory was president
Pathos	Fear, Nostalgia, Explanatory
<b>Synthesis</b>	The Mocha Uson Blog created content that shows a candidate who is willing to risk his own life for the greater good.

POST 50



**MOCHA USON BLOG**  
 Like This Page · April 2, 2016 ·

On our way to HONGKONG for Duterte's Grand Rally.

36K

437 Comments 982 Shares

Invention	Image, Text
Arrangement	Locator
Style	Closed fist pose, Duterte's face on merch
Visual Rhetoric	The mocha girls are in support of Duterte's candidacy
Memory	Duterte's Grand Rally in HK
Delivery	Normal post
Usage	Mobilization
Logos	The Mocha Girls who are in support of Duterte are on their way to HK
Ethos	Mocha Girls' support for Duterte
Pathos	Supportive
<b>Synthesis</b>	The Mocha Uson Blog made content that showed them and their support for Duterte to rally people to come see them and support their candidate.

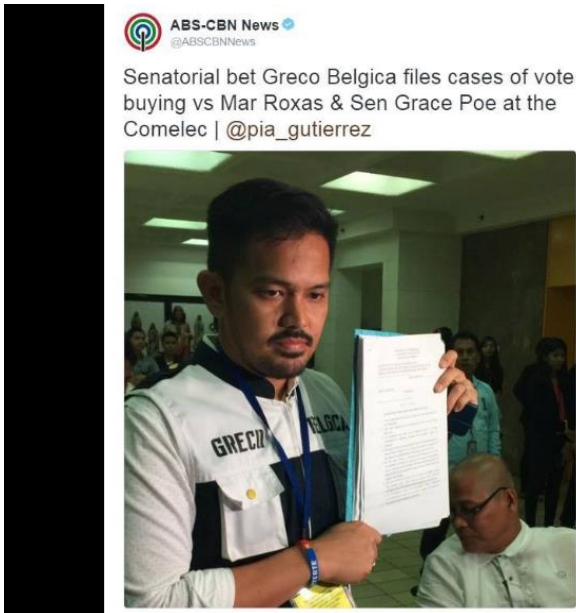



POST 51



Invention	Image, Text on Image
Arrangement	Self as publicity
Style	Image of Uson, Red and Blue colors
Visual Rhetoric	Symbol of support for Duterte and Cayetano
Memory	Duterte Cayetano
Delivery	Normal post
Usage	Conversion
Logos	She is supporting Duterte and Cayetano
Ethos	Herself (tags herself as blogger and artist)
Pathos	Pride
<b>Synthesis</b>	The Mocha Uson Blog made content that empowers Mocha herself, making her somewhat an endorser for Duterte and Cayetano to exemplify credibility.

## POST 52





Invention	Text, Image of tweet
Arrangement	Usage of tweet
Style	Screen capture
Visual Rhetoric	Image as proof
Memory	Screen capture from twitter
Delivery	Tagging the Greco Belgica, Posting content from twitter to facebook
Usage	Antagonization, Conversion
Logos	There was a complaint on the vote-buying practices of Roxas and Poe, Support for Belgica
Ethos	Tweet from ABS-CBN twitter account, Uson's personal opinion on Belgica
Pathos	Supportive
<b>Synthesis</b>	The Mocha Uson Blog made content that showed support for one of Duterte's senatorial bets, Greco Belgica, to display how the DDS community is a united pack supporting everything and everyone who Duterte approves of.

## POST 53



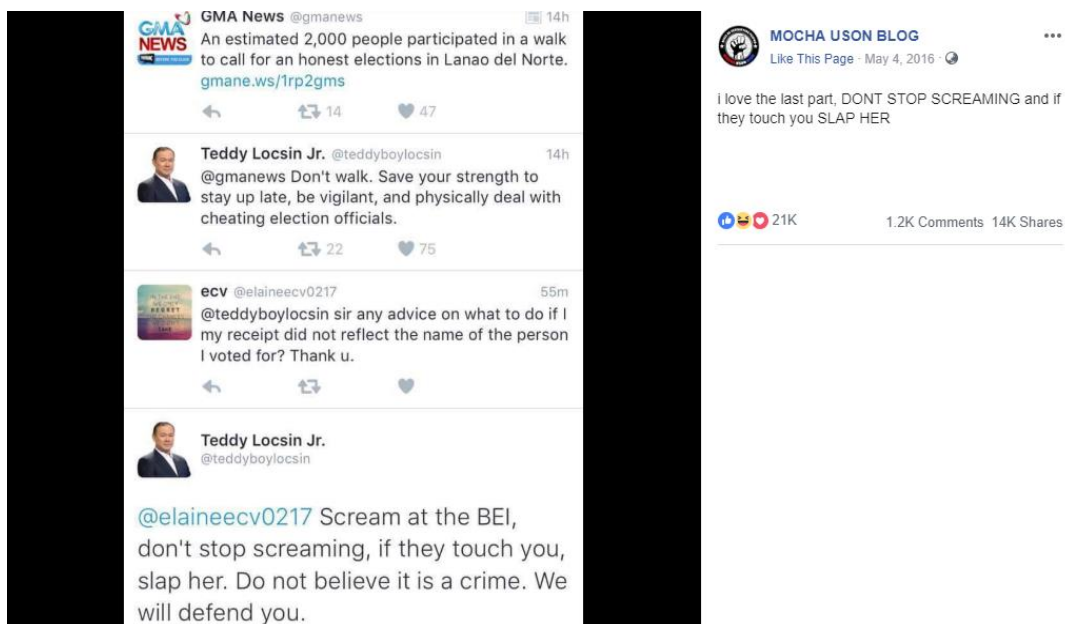

**MOCHA USON BLOG**
...  
 Like This Page · April 25, 2016

DUTERTE-CAYETANO URDANETA PANGASINAN  
 (AFTER THE DEBATE-APRIL24)  
 FOR VIDEO- <https://www.facebook.com/Mochablogger/videos/10154191210641522/>

👍❤️👏 32K 486 Comments 4K Shares

Invention	Text, Image, Link
Arrangement	Inclusion of link to caption, Locator,
Style	Duterte, crowd shot
Visual Rhetoric	Showing Duterte talking in front of a crowd connects him to the people
Memory	Duterte-Cayetano, Location
Delivery	Links to another post
Usage	Mobilization
Logos	Duterte has a lot of supporters, and they should see the video
Ethos	Image as proof of supporters, attached video link makes it more legit
Pathos	Informative
<b>Synthesis</b>	The Mocha Uson Blog made content that display the great amount of support from people of another location.

## POST 54



Invention	Text, Image of conversation
Arrangement	Screen capture
Style	Twitter conversation
Visual Rhetoric	Multimodal means of communication
Memory	Using an image from Twitter
Delivery	Uploading an image from twitter to Facebook
Usage	Mobilization
Logos	Physically hurting people is encouraged.
Ethos	The convo involved a GMA News, Teddy Locsin, and a netizen, and Uson added her opinion on the caption
Pathos	Appreciation and being firm in situations
Synthesis	The Mocha Uson Blog made content that show the brash mentality which they encourage through the statement of Teddy Locsin, who supports Duterte as well.

## POST 55



Invention	Image, Text
Arrangement	Locator
Style	Para sa Bayan, closed fist pose
Visual Rhetoric	Support for Duterte
Memory	Duterte2016
Delivery	Hashtag
Usage	Conversion
Logos	Support for Duterte
Ethos	Mocha Girls' support for Duterte
Pathos	Informative
<b>Synthesis</b>	The Mocha Uson Blog made content that showed that they are tirelessly working to support Duterte in his campaign which displays their unwavering belief in their candidate.

## POST 56



MOCHA USON BLOG

Like This Page · March 9, 2016 ·

Get a chance to get free DU30 tshirt. Punta lang po kau sa show namin. Cu din po sa DAVAO on March 16

34K

432 Comments 481 Shares

Invention	Text, image
Arrangement	locator
Style	Duterte shirt with Philippine flag, DU30, closed fist
Visual Rhetoric	Association of the Philippine flag to Duterte and his campaign, support of the model for Duterte with the closed fist pose
Memory	Du30, promotes shows
Delivery	Normal post
Usage	Mobilization
Logos	Get a chance to win a shirt
Ethos	Herself, mocha girl express support by invitation
Pathos	Inviting, excitement
<b>Synthesis</b>	The Mocha Uson Blog made content that offered a prize to people who will go to a campaign sortie for Duterte to show their support.



POST 57



**MOCHA USON BLOG** ...  
 Like This Page · April 29, 2016 · Edited ·

Para sa kaalaman mo TRILLIANES, SALAMAT sayo dahil lalong nag apoy ang damdamin ng mga PILIPINO para kay DUTERTE. Ang tawag sayo TRILLIANES ay isang malaking BITTER! Porket hindi ka tinanggap ni Duterte bilang VP nagpapagamit ka nalang kay POE. Tuta ka ng mga elitista! #dutertercayetano #duterte

25K 1K Comments 8.8K Shares

Invention	Image, Text, Text on image
Arrangement	Locator, collage
Style	Capital letters for Trillanes, Duterte, Poe, collage, red text
Visual Rhetoric	Showing multiple crowd shots of same location puts emphasis on its legitimacy, Capital letters are eye-catching
Memory	Multiple mentions of Duterte, usage of Ducay
Delivery	Hashtags
Usage	Antagonization
Logos	Image shows the supporters in the location, but the caption was directed toward Trillanes
Ethos	Uson's personal opinion on Trillanes, image as proof of supporters
Pathos	Hate and Disgust towards Trillanes, Support for Duterte and Cayetano
<b>Synthesis</b>	The Mocha Uson Blog made content that showed the big support for Duterte, while antagonizing Trillanes by accusing him of being a follower of the elite after being turned down by Duterte. This shows the aggressiveness of the DDS community who support Duterte.

**POST 58**



**MOCHA USON BLOG**  
 Like This Page · April 29, 2016 · Edited ·  
 Grabeh ang tao dto sa Caloccan. Panalo na talaga si MAYOR.  
 31K · 813 Comments · 2.7K Shares

Invention	Text, Image
Arrangement	Locator, MAYOR
Style	Duterte Shirt/Merch – Red, Blue, White, Closed fist pose, crowd shot with mocha girls
Visual Rhetoric	Showing the crowd lets the people see the sea of supporters
Memory	Dito sa (loc)
Delivery	Normal post
Usage	Conversion
Logos	Claiming that Duterte will win
Ethos	Image as proof, Mocha Girls’ support for Duterte
Pathos	Amazement, Pride
<b>Synthesis</b>	The Mocha Uson Blog made content that showed how convinced they are that Duterte will win the elections to inspire people to believe that he will indeed win.



**APPENDIX D**  
**GENERAL ANALYSIS TABLE**

<b>ANTAGONIZATION (23)</b>	
Invention	Video (8) Text (20) Image (12) Text on image (7) Graphics on video (3) Publicity material Image on image Image of tweet Text as image (2)
Arrangement	Video was edited (4) Video was not edited (2) Locator (6) Caption as explanation Collage (9) Address CHR and Gabriella Address ABS-CBN News report and link on caption Image from other entity/company (3) Image from Mocha Uson Blog itself (2) Interview with other media Tweet
Style	Duterte (7) Cayetano Baste Duterte (2) Robin Padilla Sheryl Cruz Trillanes Grace Poe Interview Open letter Mocha Uson Blog logo (2) Mocha Uson Blog -Tayo ang Media ni Duterte logo (3) Edited ABS-CBN logo Mocha Girls (2) Yellow (3) – associated with Roxas and Robredo Blue (3) Red (3) Duterte merch (4) Closed fist (2) Crowd shot (5) Personal attack

	<p>Drugs  Money  Police  Suspects</p>
Memory	<p>Duterte (3)  Media Blackout (3)  Tayo ang media ni Duterte (3)  DDS (3)  Roxas (2)  #ResignTrillanes</p>
Delivery	<p>Tags Robin Padilla  Multiple languages (2)  Usage of hashtag (2)  Profanity (2)  Normal post (5)  Image from another event</p>
Logos	<p>media doesn't show supporters/crowd of Duterte (7)  media biased on other candidates (3)  Trillanes is against Duterte even if he himself has nothing to prove (4)  The government is oppressing the people  Supporting the opponent was a job and people got paid to do it (2)  The focus too much on criticizing Duterte instead of helping those in need (2)  Sheryl Cruz against own cousin  Poe pretends to be religious just because of media presence  Vote-buying of candidates</p>
Ethos	<p>the caption was Uson's personal take (11)  talks directly to the masses (5)  Duterte himself is answering questions addressed by Uson  Image as proof (3)  Seika questions Trillanes' and ABS-CBN's credibility  News article as source  Sheryl Cruz's opinion</p>
Pathos	<p>Sadness/Anger/Disgust as expressed by Mocha Uson about the media blackout (6)  Pity on our situation (3)  Media is not trustworthy (3)  induces hate towards the government and its officials (6)  Shame (3)  Humble (2)  Concern  Worry  Convincing people to believe that it was the Roxas campaign rally even if there was no mention or image of Roxas in the shot  Distrust Robredo</p>

<b>CONVERSION (31)</b>	
Invention	Video (11) Text (28) Graphics (3) Music Video Image (18) Text on image (4) Text as image Image of tweet
Arrangement	Video was edited (7) Locator (18) Video was not edited (4) Caption as explanation Image was not edited (3) Text as image (2) Collage (3) Self as publicity Tweet
Style	Crowd shots (12) Flag (4) Baste Duterte (2) Closed fist (9) Duterte (7) Duterte Cayetano (3) Duterte's family Cesar Montano Robin Padilla Moymoy Palaboy Mocha Girls (10) Kitty Duterte Professionals (Pilots) Uson's mom Red (7) Blue (7) White (2) Yellow (2) Green Mocha Uson Blog logo Mocha Uson Blog – Tayo ang Media ni Duterte logo (2) Profanity (2) Interview Multiple languages (3) Duterte is the president of the masses (2) Duterte merch (7) Screen capture

Memory	<p>(Loc) for Duterte (8)  (Job) para kay Duterte  #tunaynapagbabago (3)  #TamaSiDuterte  #duterte2016 (3)  #DuterteCayetano  Duterte (6)  Tapang at Malasakit  True Change  By other group/entity  Catchy tune  DDS (3)  Our president (2)</p>
Delivery	<p>Usage of hashtags (5)  Tags Rody Duterte (2)  Tags Robin Padilla  Tags Alan Peter Cayetano (2)  Tags Inday Sara Duterte  Tags Sebastian “Baste” Duterte  Tags Greco Belgica  Normal post (12)  Cinemotion Digital Films (2)  Nationalistic song  Reposting from Cayetano’s page  Reposting from twitter  Shortcuts</p>
Logos	<p>Duterte is a bisaya, and with him, there is a greater chance of representation  With Duterte, the country will be safer (4)  Artists come forward to support Duterte (5)  People need to hear Duterte’s opinion on the possible cheating on the upcoming election  People showing support for Duterte (13)  Interacting with the masses  Duterte has concern towards people (2)  Professionals support Duterte  Message of Change from Duterte  Elite is anti-Duterte  Like her father, Kitty is humble  Uson explicitly showing support for Duterte and Cayetano</p>
Ethos	<p>The video was in the POV of Baste and Duterte  Cesar Montano, as a celebrity endorser  Robin Padilla, as celebrity endorser  Mocha Girls (10)  Celebrities talking directly to masses</p>

	<p>Duterte himself is answering questions addressed masses/telling his stories (3)  Video as proof (5)  Image as proof (10)  Uson's personal opinion on caption (6)  Cayetano as source  Duterte's choice</p>
Pathos	<p>Duterte crying, overwhelmed by the support  Fear (2)  Concern (3)  Pity on our situation  Trust on Duterte (2)  Pity to the people who asked for merch  Simplicity (2)  Religion (2)  Humble (4)  Friendliness to supporters (2)  Support and appreciation towards Duterte (4)  Confidence  Love  Family  Thankful  Informative (3)  Apologetic  Pride (5)  Happiness  Nostalgia</p>

<b>MOBILIZATION (22)</b>	
Invention	Video (6) Text (22) Graphics (2) Image (14) Text on image (6) Publicity material Text as image (2) Link
Arrangement	Video was edited (4) Video was unedited (3) Text caption as explanation Locator (12) Text edited on image (2) Collage (5) Tags ABS-CBN Link on caption Screen capture from Twitter
Style	Usage of crowd shots (9) Philippine flag (3) Baste Duterte campaigning for his father closed fist pose (5) Robin Padilla Baste Duterte usage of profanity Duterte-Cayetano (3) Duterte is the President of the Masses Interacting with masses (2) Karen Davila Image of Duterte (6) Duterte Merch Mocha Uson Blog logo Mocha Uson Blog – Tayo ang Media ni Duterte (2) Mocha Girls logo Red color (5) blue color (4) Black color White color (2) Yellow color (2) emphasis on Media Blackout DDS (3) Tunay na Pagbabago Steady shot talking to cam Edited ABS-CBN logo GMA news

	Duterte merch (4) Twitter convo
Memory	(Loc) for Duterte (6) #tunaynapagbabago (2) True change #duterte2016 Duterte (2) Cayetano Silent majority Uploading content from a different entity/group (3) Our president (2) Usage of logo (3) DDS (4) Tunay na Pagbabago Tayo ang Media ni Mayor “Like and Share po natin” (5) DU30 (2) Invite to show (2) Links to other posts Twitter
Delivery	Usage of hashtags Tags Rody Duterte (2) Tags Robin Padilla Tags Alan Peter Cayetano Normal post (10) Video was provided by CinEmotion Digital Films Image was provided by Coritao Graphic Design Studio Image provided by Suehanne Creative Solution LLC Asking people to share the post (5) Image supports each other (2) Image was from Twitter but uploaded on Facebook
Logos	Duterte is a bisaya, and with him, there is a greater chance of representation Cursing is not an issue Issue should be the projects done by the government. Artists come forward to support Duterte (2) Invitation to come to the rally Duterte connecting to the masses shows how different he is from other politicians (by bowing to the crowd and being one with them during motorcades). Social media supporters should stop the hate towards Davila The crowd follows Duterte’s campaign (4) Critic the politician through platforms Duterte is for the Filipino because he shows equal treatment to all DDS should support Cayetano Providing advice to people

	<p>Chance to win shirt if you attend the event (2)  Physically hurting people is encouraged.</p>
Ethos	<p>The video was in the POV of Baste and Duterte  the caption was Uson’s personal take on media (2) – post 1, 18  Robin Padilla himself talks about Duterte, the government and  Trillanes, and talks directly to the masses  Video as proof of support  Image as proof (6)  Uson talking to people as she distributes merch  the caption is her personal take on the issue (2)  Duterte himself addressing the issue  Uson telling the situation on the caption (2)  By Uson saying walang edit, it leads the audience to believe that the  content is genuine.  Mocha Girls show support (4)  Duterte’s choice of VP should be followed by his supporters  Concern to people by the politicians  The convo involved a GMA News, Teddy Locsin, and a netizen,  and Uson added her opinion on the caption</p>
Pathos	<p>Duterte crying, overwhelmed by the support  Sadness as expressed by Mocha Uson about the media blackout  People were encouraged to become Duterte’s media.  Pity on our situation  Actively campaign for Duterte  Pity to the people who asked for merch  Simplicity  Religion  Humble  Discipline  Thankful to Duterte supporters  Confident of Duterte’s win, Fierce in making a promise to start a  revolution if Duterte loses  Informative (3)  Firmness (2)  Confidence  Do not support media  Duterte is kind  Trusting the decision of Duterte  Helpful  Inviting (2)  Exciting (2)  Supportive (2)  Appreciation</p>