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Research Article

Arguments on Social Media: A Conceptual Analysis of Senior High School Students' Election-Related Facebook Posts

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ABSTRACT

This study analyzed the arguments, specifically the fallacies and the posting strategies present on the eleven (11) Facebook posts of the WCC Aeronautical and Technological College senior high school students on election-related issues. The researcher utilized conceptual analysis using deductive method in this study. The fallacies and posting strategies were tallied and ranked, categorized based on the emerging themes, and subjected to conceptual analysis. The 11 fallacies were categorized into three themes based on the rhetorical triangle and the themes that emerged are *influence in facts*, *influence in credibility*, and *influence in emotions*. On the other hand, four themes emerged in the posting strategies: *praising*, *sarcasm*, *name-calling and invalidating*, and *straightforwardness*, where positive impoliteness garnered the highest number of commissions. There are also other themes that emerged in the analysis of data: the image functions and the communication styles.

Keywords: *Fallacies, Impoliteness, Politeness, Posting strategies*

Introduction

Statista Research Department (2021) found out that Facebook was ranked as the most popular social network worldwide as of October 2021 with more than 2.89 billion monthly active users. Due to the wide reach of social media platforms, even traditional mass media slowly wormed their way to Facebook and other platforms, creating pages where people can easily access news and information.

In the Philippines alone, there are nearly 76 million Facebook users (Statista Research Department, 2021) and this popularity may be attributed to its many uses from communication

to easy access to information. With the onset of the pandemic, the Philippines continues to be the “most social” nation with Filipinos spending an average of 4 hours and 15 minutes every day on social media (We Are Social & Hootsuite, 2021). Due to its popularity, Facebook continues to be the vessel of politicians in launching their political campaigns for the 2022 elections.

Filipinos are naturally passionate about matters that are important to them, and elections, as it dictates the future of everyone, are not an exception. However, it is inevitable for Filipinos to have personal bets who embody their ideals of what the progressive Philippines

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is. Oftentimes, this leads to unhealthy discussions that are often brought to social media platforms, more specifically, on the comment section of news pages. This, according to Culpeper (2011), is termed as impoliteness. According to him, impoliteness "comes about when the speaker communicates face attack intentionally, or the hearer perceives and/or constructs behavior as intentionally face-attacking or a combination of both." Face attack can be observed when the speaker does an action that may tarnish the reputation of the hearer or hinder them from their decision-making.

Similar studies have been conducted on politeness theory. Migdadi, Badarneh, and Khwaylih (2021) studied the semantic and politeness formulas of Jordanian graduate students' complaints and found that the semantic formulas signal politeness instead of Brown and Levinson's (1978) face-saving strategies or politeness strategies. In addition, Amalia and Prasetyorini (2018), in their study on the politeness system portrayed on social media by a Facebook account, revealed that the account serves as a connecting bridge between the governments with Surabaya citizens due to their use of the solidarity politeness system.

However, in computer-mediated communication, it is more common to observe impoliteness. Benkaddour (2021) concluded in her study on gender and politeness negotiation on the Internet that impoliteness prevails online "due to the non-existence of social accountability caused by anonymity and distance". Due to the uncertainty on the sex of the commenters, they concluded that the male-nick-named participants contributed more to the forums, but both male and female-nick-named participants participated in the exchange of impoliteness comments.

Moreover, Aapala (2020) explored the use of impoliteness in a Reddit discussion on Dota 2 and concluded that non-conventionalized impoliteness is more frequent than conventionalized impoliteness and this is in line with the results of Culpeper's (2011) study. Further, a study on Facebook language politeness use by a teenager in Indonesia conducted by Hidayani (2020) revealed that the entire individual's posts contain impoliteness. Even public personalities are no exception to this. Al-Shaikhli

and Al-Santareesi (2021) analyzed the tweets of Donald Trump before, during, and after the US presidential campaign and they revealed that he "heavily resorts to negative expressions that include offensive terms and derogatory remarks as a destructive weapon of others' self-images. Further, Bader (2020) studied the language of Facebook comments on political articles in Jordan using the politeness theory, while Hameed (2020) analyzed the strategies of impoliteness in Iraqi Facebook comments on COVID-19. These studies both recommended conducting further studies on Facebook posts and comments using the Politeness Theory by Brown and Levinson, as there is a gap in terms of the setting and/or sample.

On the other hand, Welch (2018) explored the quality and deliberation of arguments on Facebook and used conversations related to the US former President Donald Trump's immigration policies. The results showed that the arguments on Facebook were generally of low quality. She further concluded that effective deliberation does not often occur on social media platforms such as Facebook. Even presidential candidates are no exception to those who are using fallacious statements. Jazeri, Sukarsono, and Sumarti (2020) found out that presidential candidates in Indonesia in 2019 commit *ad hominem* to attack the opposing side of the debate, the opposing party, and the opposing side's supporters. Also, Blassnig, Buchel, Ernst, and Engesser (2019) identified the presence of fallacies in more than one-third of the texts by politicians with populist key messages they analyzed.

This corroborates a study conducted by Wawrzuta, Jaworski, Gotlib, and Panczyk (2021) when they subjected the arguments against the COVID-19 vaccine run on Facebook in Poland to a content analysis. They revealed that most of the comments are negative with positive reactions.

Studying politeness and lack thereof allows people to reflect, assess, and regulate their actions and responses when interacting in computer-mediated communication, promoting healthy discussions where mutual respect thrives. Moreover, the data set of this study came from the senior high school students of WCC Aeronautical and Technological College

Binalonan, an aviation-focused academic institution, where students came from middle to high-income classes. This research locale was chosen due to its active implementation of student council elections and programs associated with it, as well as its online presence when it comes to the polls, projects, and activities of the student council. It is with the above premise that the researcher aims to subject to analysis the fallacies and posting strategies utilized in their election-related Facebook posts. This analysis will provide a better understanding of people's behavior online when talking about politics, specifically on elections.

Methods

Data Sets

The participants of the study were lifted from the population of senior high school students in WCC Aeronautical and Technological College (WCC-ATC) Binalonan, which is the research locale. The data set came from students who frequently posted election-related statements. The researcher was able to gather sixteen (16) Facebook posts from the respondents and only eleven (11) met the inclusion criteria set by the researcher. The chosen election-related posts of the students were subjected to analysis and interpretation in terms of their fallacy and posting strategy commission. Purposive sampling was utilized in choosing the data sets as they should meet all requirements stated in the inclusion criteria:

1. Facebook posts that are written in English, Filipino, or a combination of both languages;
2. Facebook posts that have the Facebook user's take on election-related issues;
3. Facebook posts that mention and/or allude to the candidates for national posts;
4. Facebook posts that mention and/or allude to the supporters of candidates for national posts;
5. posts from February 8, 2022, to May 7, 2022.

Instrument

The researcher adapted the following theories and lists as guides in analyzing and interpreting Facebook posts. These theories and

lists served as the preconceived themes in this research:

Master List of Logical Fallacies. The pre-defined categories of fallacies that served as a basis for analysis are adapted from the master list of logical fallacies compiled by the University of Texas at El Paso (n.d.) The researcher chose this list as it contains 146 classic and contemporary fallacies that can be commonly observed in today's discourse.

Politeness Strategies (Brown and Levinson, 1978). This list contains five (5) sub-categories and these served as the preconceived themes under the posting strategies.

Impoliteness Strategies (Culpeper, 1996). The posting strategies of the senior high school students to election-related issues were analyzed using the Impoliteness strategies by Culpeper (1996). Both sets of strategies contain five (5) sub-categories and these served as the preconceived themes under the posting strategies.

Design

This research utilized qualitative research since the nature of the data that was gathered is qualitative. Specifically, content analysis was used. According to Columbia University (2019), content analysis is a "research tool used to determine the presence of certain words, themes, or concepts within some given qualitative data". Content analysis is "a research technique for making replicable and valid inferences from texts to the contexts of their use" (Krippendorff, 2013). Further, common sources of data where this tool is commonly used are interviews, open-ended questions, field research notes, conversations, or any data that use communicative language such as books, essays, and discussions. In the case of this study, written language on Facebook posts discussing election-related issues was subjected to analysis.

There are two types of content analysis: conceptual and relational (Hanna, 1998). In conceptual analysis, a concept is chosen for examination, and the analysis involves quantifying and tallying its presence, where the focus is on looking at the occurrence of selected terms within texts, although the terms may be

implicit or explicit (Columbia University, 2019). On the other hand, relational analysis begins with the act of identifying concepts present in a given set of texts. It seeks to go beyond presence by exploring the relationships between concepts identified. In this study, conceptual analysis utilizing the deductive method was used, as the themes of fallacies and Facebook posting strategies are already determined. The researcher will count a concept based on its existence. This means that if a theme was committed even more than once in a particular subject, it will only be counted once instead of multiple times.

Further, after coding, the researcher used frequency to categorize the emerging themes under the fallacies and posting strategies. The themes of Facebook posting strategies are grounded on the Politeness theory by Brown and Levinson (1978) and the Impoliteness theory by Culpeper (1996). Moreover, the researcher has identified the following variables

that may cause bias in this study: the researcher knows the identity of the sources of data sets and the researcher is a Filipino voter and thus, has also personal bets and election principles. To minimize the biases in this study, the result of conceptual analysis done by the researcher was validated by experts: three validators for the fallacies committed and another set of three validators for the posting strategies utilized.

Results

1. What are the fallacies committed in the respondents' Facebook posts?

In identifying the recurring themes of the election-related Facebook posts in terms of fallacies, the researcher utilized the rhetorical triangle by Aristotle as a basis: pathos, ethos, and logos. However, the terms used in the themes are simplified for better understanding of the readers.

Table 1. Fallacies Committed in the Facebook Posts

N = 11

Influence	No.	Fallacies Committed	Frequency	Rank
Facts	1	A Priori Argument	1	7.5
Facts	2	Appeal to Tradition	1	7.5
Facts	3	Overgeneralization	1	7.5
Facts, Emotions	4	Dog Whistle Politics	1	7.5
Emotions	5	Red Herring	1	7.5
Emotions	6	Straw Man	5	2
Credibility	7	Ad Hominem	6	1
Credibility	8	Guilt by Association	1	7.5
Credibility	9	Mind-reading	1	7.5
Credibility	10	Othering	2	3
Credibility	11	Appeal to Authority	1	7.5
Total			21	

The terminologies utilized for the themes emphasize what is being mainly influenced by the usage of fallacies. The themes are as follows: influence in facts, influence in emotions, and influence in credibility.

Influence in facts. Four fallacies belong under this type of argument: a priori argument, appeal to tradition, overgeneralization, and dog whistle politics. These fallacies were included in this type of argument as they mainly challenge the validity of the

information being provided, setting aside the truthfulness of it. Four posts committed fallacies in terms of the information being presented, one for each fallacy. Below are some of the sample posts under this theme:

A priori argument is committed when there is a preconceived notion and the speaker searches for information that can support it. Among the eleven Facebook posts gathered in this study, only

one (1) post contains an A priori argument which reads:

"aint no female bout to run our country, what did the past female presidents do" (skull emoji)

In the history of the Philippine government, there are now 17 individuals who became the leaders of the said nation if the incumbent President Marcos is included. There are only two (2) previous female presidents, Corazon Aquino who served from 1986 to 1992, and Gloria Macapagal -Arroyo who served from 2001 to 2010. This Facebook post alludes to the issues and challenges that surrounded their administrations during their respective terms: Aquino with having an indecisive style of government (Quinlan, 1992) and Arroyo with the political unrest and the alleged rigging of the 2004 national elections securing her one million vote leads against her close rival, Fernando Poe, Jr.

This post committed a priori argument as the respondent already believes that Robredo is not fit for the job, and then made the performance of the previous female presidents as an excuse or reason that supports the notion. Mead (n.d.) in his social interactionism theory posits that human beings create symbols and rules that they consider acceptable and unacceptable within their communities and that a society is a product of socially constructed symbols. This fallacy is an example of this, as the pre-conceived notion of individuals committing this fallacy reflects the community they are in, including the things that the community itself has undergone.

On the other hand, **overgeneralization** fallacy is committed when there is "a broad generalization that is agreed to be true is offered as overriding all particular cases, particularly special cases requiring immediate attention". An example of this is the Black Lives Matter protest in light of the recent tragedies where people who

belong to the African-American community are being discriminated against and persecuted whereas some people counter this with their argument that all lives matter, setting aside the importance of this one particular race who is being prejudiced.

"magaling si papa niya madaming nagawa"

In the case of this Facebook post, the issue at hand is whether the presidential candidate is competent enough to lead the nation or not, but the performance of his father as president is being used as an argument on why people should vote for him, thus committing the fallacy of over-generalization.

Influence in emotions. Pathos or the appeal to emotions has the goal of evoking a particular emotion from the audience to persuade them to believe or do something, may it be positive or negative. Out of the 11 fallacies committed on the 11 Facebook posts, three appeared in this theme: dog whistle politics, red herring, and straw man. These fallacies are categorized under this type of argument as these posts are trying to trigger a response from their target audience. Dog whistle politics is also included here despite also belonging under logos as it also tries to evoke an emotion from its audience.

Dog whistle politics is an extreme version of reductionism and sloganeering that makes the audience feel strong emotions and makes them very eager to discuss it. Despite belonging to both pathos and logos categories, this particular fallacy leans more on pathos as it aims to evoke a particular emotion from those who will receive the information.

"omg kayo" (crying emoji) "sa mga taga-pangasinan po mag ingat kayo, may magnanakaw na pa gala-gala ngayong araw" (emojis used: heart eyes, kiss, tired, foot, heart, hole, person cartwheeling)

"omg you to the residents of Pangasinan, be careful, there's a thief on

The Marcos family is still being accused of having ill-gotten wealth as can be seen on the news and other media outlets. Addressing the residents of Pangasinan, the respondent posted this on February 17, 2022. Coincidentally, Marcos Jr. also visited Pangasinan on this day for his campaign (Sotelo, 2022). This post contains dog whistle politics as the respondent used the word “magnanakaw” to remind the people of the issues surrounding their family about their ill-gotten wealth.

Bhat and Klein (2020) in their study on the covert hate speech of white nationalists and their dog whistle communication on Twitter, concluded that tweets containing the fallacy are aimed at insulting and belonging, in the case of this post, the Facebook poster emphasizes their belongingness as against the Marcos candidacy. Further, Bhat and Klein (2020) also concluded that by using discrete means of dog whistle politics such as the use of euphemisms, symbols, imagery, memes, and cloaked language, individuals using this fallacy avoid the overt display of hate and “repackage their ideas in a manner that would make them look less extreme”.

Similarly, **red herring** is an irrelevant argument, attempting to mislead and distract an audience by bringing up an unrelated but emotionally loaded issue.

“leni luting daw pero nag cchongkee sa cr ng girls sa new building noong junior high” (emoji behind clouds or smoke) “oh loko”

“saying Leni lutang when you were smoking weed in the new building when you were in junior high oh crazy”.

The approach of this post in invalidating the argument is bringing up the past action of the person they are referring to here, which is “nag cchongkee sa cr ng girls” or smoking weed in the women’s

comfort room, which is completely unrelated to the main argument.

A study conducted by Daeli and Hamzah (2022) on the use of logical fallacies in the arguments of two debating politicians revealed that out of the 26 fallacies they have committed, only one of those is red herring. Daeli and Hamzah's (2022) study utilized video transcripts of a debate whereas this study utilized Facebook posts. In writing a Facebook post, the poster can edit and or revise the post, whereas, in a debate, the debaters also have prior preparations. The commission of red herring in both studies may be sparse as they have the preparation to avoid misleading the listeners or readers.

Influence in credibility. Five fallacies belong under this theme. They are ad hominem, guilt by association, mind reading, othering, and appeal to authority. It can be observed that out of the three themes, influence in credibility topped the spot with having the greatest number of fallacies which is five, and the greatest number of committed fallacies which is 11.

The commission of **Ad Hominem** statements ranked first with six or 54.55 percent of the Facebook posts committing it falling under the moderate extent of commission. Ad hominem statements “attempt to refute an argument by attacking the opposition’s intelligence, morals, education, professional qualifications, personal character or reputation”. In committing this fallacy, the speaker is targeting the credibility of the addressee, and more often than not, the pathos of the addressee is affected. Below is a sample Facebook post dated April 2, 2022, which says:

“That’s what you call Cultural Appreciation, mga vebs. Di tayo magiging mangmang for today’s vidyow!” (shine and flower emoji)

#SaGobyernongTapatCulturallyDiverseLahat

“That’s what you call Appreciation, verbs (a term of endearment which means babes). We will not be

stupid for today's video! (shine and flower emoji)
 #In an honest government, all are culturally diverse"

With the phrase "di tayo magiging mangmang (we will not be stupid)", the respondent is insulting those who accused Robredo of cultural appropriation when she wore a hijab in her campaign in Marawi City. In other words, the Facebook user emphasizes that those who believe it is an act of cultural appreciation are not stupid, while those who accuse her act of wearing a hijab as a politically motivated move to get the sympathy and support of the Muslim community, those who call it as cultural appropriation are stupid. This can fall under ad hominem. The respondent attempted to refute the opposing side's argument by attacking their intelligence, instead of the argument itself: the argument of cultural appropriation, and the refuting statement of calling them stupid.

On the other hand, **guilt by association fallacy** is committed when someone is trying to refute or condemn someone's standpoint, arguments, or actions by evoking the negative ethos of those with whom the speaker is identified or of a group, party, religion, or race to which the person belongs or was once associated with (University of Texas El Paso, n.d.)

2. What are the posting strategies of the respondents to election-related issues in terms of:
a. politeness strategies; and
b. impoliteness strategies?

It can be gleaned from Table 2 the themes that emerged in terms of the posting strategies of the WCC ATC Senior High School students. Similar to the results of the first research problem, the number of posting strategies is also more than the number of Facebook posts as some posts utilized multiple posting strategies.

Table 2. Posting Strategies

N = 11				
Themes	No.	Posting Strategies	Frequency	Rank
Praising	1	Positive Politeness	2	4.5
Sarcasm	2	Mock Impoliteness	5	2
Name-calling and Invalidating	3	Positive Impoliteness	8	1
Straightforwardness	4	Bald On Record	3	3
	5	Negative Impoliteness	2	4.5
		Total	19	

Based on the table, eight Facebook posts utilized positive impoliteness. There are a total of 17 impoliteness strategies seen on the date, while there are only two politeness strategies present. There are 19 posting strategies used and distributed among the following themes: praising, sarcasm, name-calling and invalidating, and straightforwardness. Three of these themes belong to the impoliteness strategies while one belongs to politeness strategies.

The themes realized from the data are based on the words and phrases utilized within the text, both implicit and explicit.

Praising. This theme was rooted in the usage of positive adjectives and proper attitude towards the audience and/or to whom the Facebook post is directed. It showcases the Facebook posters' acceptance and relatability to the target audience, thus committing positive politeness.

Positive Politeness

This politeness strategy is oriented toward the addressee's positive face by claiming a positive self-image for themselves. Moreover, the speaker attempts

to minimize the threat to the hearer's positive face.

"That's what you call Cultural Appreciation, mga vebs. Di tayo magiging mangmang for today's vidyow!" (shine and flower emoji)

#SaGobyernongTapatCultural-lyDiverseLahat

"That's what you call Appreciation, verbs (a term of endearment which means babes). We will not be stupid for today's video! (shine and flower emoji)

#In an honest government, all are culturally diverse"

Positive politeness is present here but is not directed at the listener but to Robredo herself. The act of the respondent in defending her honor and motive constitutes this strategy, as they are showing agreement and giving compliments the act of calling the action a cultural appreciation.

Sarcasm. Some of the Facebook posts that served as data sets in this study, when taken literally, have a positive meaning to whomever they are directed at. However, the usage of the social networking site has encouraged its development up to its present state. Facebook users can include emojis and other characters to somehow show they are supposed to be absent nonverbal communication cues in written communication. It is for this purpose that this theme was conceived. In terms of the posting strategy, mock impoliteness belongs under this category with five commissions.

Mock Impoliteness

Mock impoliteness is committed when the speaker utilizes politeness strategies insincerely to commit a face-threatening act such as when disapproving of the hearer in which the hearer has invested face.

"Hayssss only 16% huhuhu" followed by four alternating red and green heart emojis

Gleaning at the Facebook post above, there is a possibility that the respondent can be a supporter of Marcos with the usage of the four heart emojis in the color of the Marcos-Duterte tandem, red and green. However, if positioned in the context of the Facebook timeline the user, it is clear that they are a Robredo supporter. This means that the tone that the post imposes mocks the supporters of Marcos. The usage of word Hayssss, which is an interjection from its original form hay naku according to the Tagalog Dictionary, and is defined as an expression of resignation, annoyance, or irritation, coupled with the word huhuhu, which signifies crying in the written language of the text and social media, it implies sarcasm or mock impoliteness.

Name-calling and invalidating. Both name-calling and invalidating were included in the same theme as the posts that name-calls are also trying to invalidate those to whom it is targeted. This theme also belongs under the impoliteness strategy for the Facebook posters committed face-threatening acts. It is only positive impoliteness that belongs under this category.

Positive Impoliteness

Positive impoliteness aims to attack the positive face of the addressee by not showing the value of someone. It is committed through one of the following actions: ignoring, excluding, disassociating, being disinterested, using inappropriate identity markers, using obscure or secretive language, seeking disagreement, and the use of taboo and derogatory remarks.

"That's what you call Cultural Appreciation, mga vebs. Di tayo magiging mangmang for today's vidyow!" (shine and flower emoji)

#SaGobyernongTapatCultural-lyDiverseLahat

"That's what you call Appreciation, verbs (a term of endearment which means babes). We will not be stupid for today's video! (shine and flower emoji)

#In an honest government, all are culturally diverse”

This post also portrays the presence of positive impoliteness directed at those who accused her of cultural appropriation when they indirectly called them “mangmang” for doing so.

Straightforwardness. The ability of individuals to commit a face-threatening act is not just limited to using derogatory remarks. It can also include bluntness and being confrontational. This is the purpose why straightforwardness also belongs to the impoliteness strategies. There are two posting strategies utilized: bald on record and negative impoliteness.

Bald on Record Impoliteness

According to the University of Texas El Paso (n.d.), bald-on-record impoliteness is committed when the statement is delivered unambiguously, stating the respondents' thoughts by being direct.

“You are already ugly yet you still did not compensate for an attitude” followed by the kiss, victory, red heart, and green heart emojis.

This Facebook post contains bald on record impoliteness with the speaker directly using the word “ampanget” or ugly coupled with the usage of the phrase “hindi kappa bumawi sa ugali” which leads to the meaning that the hearer has an ugly face and bad character. Further, the speaker asserts power in this post portraying that they hold power against the hearer.

Other Emerging Themes

Functions of Images. In terms of the multimedia elements present in the Facebook posts, all posts contain text, while eight contain images in the form of emojis and text backgrounds. These emojis were utilized for different functions, which add meaning, conveying more information than text and verbal communication alone cannot express. The themes

present here are symbolic, expressive, emphatic, and mema functions.

Communication Styles. It is important to note that the passive communication style did not appear from the data sets, as an individual with this communication style will most likely refrain from posting their thoughts and feelings in the first place. Moreover, it can also be observed that the assertive communication style was not utilized, as each post may either contain an attack against someone or contains sarcasm. In terms of the communication styles present, only passive-aggressive and aggressive communication styles are present with five and six utilizations, respectively. This result is in line with the politeness and impoliteness strategies in the second part of this chapter, where only two out of 19 Facebook posts committed positive politeness, noting that the posts that contain positive politeness also contain impoliteness strategies.

Discussion

This qualitative research was conducted to determine and analyze the fallacies and posting strategies utilized by the WCC Aeronautical and Technological College senior high school students in their election-related Facebook posts. This study analyzed and interpreted 11 Facebook posts that were posted during the election period of the 2022 Philippine National Elections.

In terms of the fallacies committed, there are 11 fallacies committed with a total commission of 21. The 11 fallacies were categorized into three themes based on the rhetorical triangle and the themes that emerged are influence in facts, influence in credibility, and influence in emotions. These are used in categorizing the fallacies as the data have a wide reach in social media; it is not just the person or group of persons it is directed at who receives the information, but the Facebook friends and followers of the ones who posted them as well. Categorizing the fallacies using the rhetorical triangle as a basis helps in identifying the possible effect of the post on its audience whether it may affect the credibility of the person it is directed at (ethos), its emotional effect (pathos), or realization of its logic or facts (logos). Moreover,

there are three validators for the results of this study in terms of fallacies committed whose qualifications are as follows: one juris doctor, one English language professor teaching Argumentation and Debate, and one social science teacher with a master's degree in social science.

A priori argument, appeal to tradition, and overgeneralization belong under the influence of facts, while dog whistle politics, red herring, and straw man were categorized under the influence of emotions. Moreover, fallacies under the influence of credibility are ad hominem, guilt by association, mind-reading, othering, and appeal to authority. Influence in credibility emerged at the top spot in terms of the type of argument violated with 11 commissions while fallacies with the highest number of commissions are ad hominem with six occurrences.

From the Facebook posts emerged four themes which the five posting strategies were divided into. The themes that emerged are praising where positive politeness is committed, sarcasm where mock impoliteness belongs, name-calling and invalidating which constitutes positive impoliteness, and straightforwardness wherein bald on record and negative impoliteness belong. There are a total of 19 occurrences of the posting strategies across the 11 Facebook posts where positive impoliteness garnered the highest number of commissions which is eight. The themes realized from the data are based on the words and phrases utilized within the text, both implicit and explicit. There are also three validators for the results of this study in terms of posting strategies utilized whose qualifications are as follows: one graduate with a philosophy degree in language and two validators with a master's degree major in English.

Moreover, there are also other themes that emerged in the analysis of data: the image functions and the communication styles. In terms of the functions of the images, symbolic, expressive, emphatic, and meme functions appeared. On the other hand, aggressive and passive-aggressive communication styles were utilized.

Conclusion

Based on the findings of this study, it can be concluded that all the Facebook posts analyzed contain fallacies, and the most common target

to be influenced is the credibility of the person to whom it is directed with ad hominem as a common fallacy used to commit it. Similarly, each of the Facebook posts contains impoliteness strategies with some of them utilizing more than one, thus implicating that the commission of impoliteness strategies is common and observable on the posts as they discuss election-related issues. Moreover, the images used within the Facebook posts help in building the meaning of the texts, while the presence of passive-aggressive and aggressive communication styles was due to the presence of impoliteness strategies in the Facebook posts.

The online behavior of the respondents, specifically their aggressiveness in posting, may be attributed to the distance brought by the internet, which the traditional mode of communication lacks.

It is recommended that Senior High School students join in knowledge and skills-building seminars and activities and pay attention more to their lessons that discuss netiquette and values education to become empowered social media users who acknowledge their social responsibility and accountability in their use of social media platforms, more especially in discussing election-related issues. Furthermore, teachers are encouraged to integrate values education to their lessons in the context of social media, while parents and guardians are enjoined to observe, monitor, and provide guidance to their children in terms of their social media usage. On the other hand, with the influence of content creators have on internet users, they are encouraged to create engaging educational videos, infographics, and other content that tackles the usage of fallacies and posting strategies on social media. Policymakers should also review their implementation of their policies as to filter those that commit violations against their standards as to provide a better user-experience. Lastly, future researchers can utilize this study as a foundation for studies exploring the commission of fallacies and posting strategies across social media platforms on areas such as election-related issues.

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