



De La Salle University – Dasmariñas

**SATIRE AND SARCASM IN THE FIRST TELEVISED
VICE PRESIDENTIAL DEBATE 2016: A CONTENT ANALYSIS**

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Abstract

Public speakers are always finding various ways to connect with their audience. These various ways should also make their speech more appealing and interesting to listen to. Some of these ways include the use of satire and sarcasm. There are many things one should consider before delivering satirical or sarcastic remarks during a speech. Things such as how the remark should be delivered, who are your audience and to whom is the remark being addressed. It is important to understand what style to use in public speaking before utilizing it. The main objective of this study is to understand the prevalence and difference of satire and sarcasm as a communication style as observed from the first televised vice presidential debate in the Philippines. The study used qualitative method to focus on each phrase that used satire and sarcasm. The Coordinated Management of Meaning (CMM) theory and Semiotics has been the basis and support for this research study. The researchers gathered data through an interview with an expert in public speaking and scouring for related studies. The researchers observed, transcribed and coded the entire vice presidential debate. Furthermore, this study also desires to discover how satire and sarcasm can be used effectively in public speaking. As for the major findings, satire and sarcasm has been found effective to use in a stand - up comedy speech. More experience of its usage and more research are essential to make it more effective to use. If used poorly, it can damage one's credibility and reputation.

Keywords: satire, sarcasm, vice presidential debate



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