

Labovian Analysis of Political Narratives in Sigma Kappa Pi and Sigma Delta Pi Facebook Discourse

Gamaliel Z. Panuyas¹ 

Pampanga State University, Philippines

ARTICLE HISTORY

Received: November 15, 2025

Accepted: January 31, 2026

Published: February 28, 2026

ABSTRACT

This study examines political discourse manifested through the Facebook page of Sigma Kappa Pi Fraternity and Sigma Delta Pi Sorority, non-traditional student organizations at the University of the Philippines Diliman Extension Program in Pampanga, applying William Labov's narratological framework to analyze how narrative structures construct political meaning and mobilize audiences. Analysis of six representative Facebook posts reveals consistent employment of Labov's six narrative elements, including abstract, orientation, complicating action, evaluation, resolution, and coda, though compressed to suit social media affordances. The evaluation component emerges as particularly dominant, performing ideological work through metaphors, intensifiers, contrasts, and moral judgments that position audiences toward particular political interpretations while mobilizing collective action. Posts consistently employ historical framing connecting contemporary issues to celebrated resistance traditions, including the EDSA Revolution and Martial Law resistance, performing memory work that legitimizes present struggles through continuity with honored pasts. The organizations construct a consistent political identity as historically conscious, morally uncompromising, popularly aligned, analytically sophisticated, and action-oriented. Findings demonstrate Labov's framework remains productively applicable to digital political discourse with necessary adaptations, including recognition of narrative compression, evaluation's centrality in political communication, hybrid genre formations, and activist codas that transform closure into mobilization rather than resolution.

Keywords: narrative analysis, political discourse, social media activism, Labovian framework, Philippine student movements

I. INTRODUCTION

Narratives constitute fundamental mechanisms through which individuals organize experience, articulate identities, and negotiate social realities within contemporary discourse environments (Bruner, 1991; Labov, 1972). These semiotic structures function as interpretive frameworks that transmit cultural knowledge across temporal and spatial boundaries, and the proliferation of digital communication platforms has intensified the significance of narrative analysis for comprehending political communication and social mobilization strategies. Narrative theory has

doi: 10.5281/zenodo.18752019

¹Corresponding Author: gzpanuyas@pampangastateu.edu.ph

established itself as a central paradigm across diverse disciplinary contexts, with Bruner's (1991) foundational contributions positioning narratives as cognitive instruments through which individuals construct meaning from lived phenomena. Abbott (2008) systematizes narratology as the formal study of narrative structures, establishing the distinction between story, defined as the chronological sequence of events, and discourse, defined as how that story is represented and conveyed to audiences. This story-discourse distinction proves analytically significant for examining political narratives, where the manner of representation often carries ideological weight equivalent to or exceeding the weight of represented events themselves (Bamberg, 2007; Herman, 2009). The narrative turn characterizing social sciences during recent decades has produced increased recognition of storytelling as a primary mechanism of identity construction and social persuasion (Riessman, 2008). Particularly relevant to political discourse analysis, narratives function to legitimize certain actions while delegitimizing alternatives, and to mobilize collective action by creating shared understandings of problems, causes, and solutions through their performative capacity to enact social realities rather than merely describe them (Polletta et al., 2011).

William Labov's (1972) narratological model, developed through foundational research on oral narratives within sociolinguistic contexts, provides a systematic methodology for comprehending how stories are structured and how they function within social communication (Labov & Waletzky, 1967). The model identifies six components constituting fully formed narratives: the abstract functions as a summary encapsulating the narrative's content and serving as an initial signal orienting audiences toward the story's significance; orientation provides contextual information establishing temporal, spatial, and social parameters; the complicating action comprises the sequence of events forming the narrative's core; evaluation represents the narrator's commentary revealing why the story merits telling and what significance it holds; resolution presents the outcome or conclusion of the complicating action; and the coda functions as a closing device returning the narrative to the present moment and signaling narrative completion (Labov, 1972; Polkinghorne, 1988). The evaluation component holds particular analytical significance for this investigation, as it reveals how narrators embed ideological positions and moral stances within storytelling through devices including explicit statements of significance, syntactic intensifiers, repetition patterns, comparative structures, reported speech and thought, rhetorical interrogatives, and affective or moral appeals (Bamberg, 2007; Riessman, 2008).

These evaluative mechanisms constitute sites for analyzing how political identities and power dynamics are discursively constructed. Labov's model proves particularly suitable for analyzing political discourse because it recognizes narratives as socially situated practices extending beyond simple event recounting, actively constructing social realities, establishing collective identities, and negotiating power relations within communicative contexts (Fairclough, 1995; Polkinghorne, 1988). While the framework originated from analysis of oral face-to-face narratives, subsequent scholarship has documented its adaptability to written digital discourse, particularly social media platforms where narrative structures frequently mirror conversational storytelling

patterns despite exhibiting compression and ellipsis (Page, 2012). This adaptability renders Labov's framework particularly relevant for examining political discourse on Facebook, where posts frequently blend narrative elements with argumentative and persuasive discourse strategies appropriate to the platform's affordances and constraints.

The Philippines has experienced substantial transformations in political communication with the proliferation of social media platforms, particularly Facebook, which has emerged as the primary digital public sphere for political engagement among Filipino citizens, with penetration rates exceeding seventy percent of internet users (Ong & Cabañes, 2019). Filipino youth, students, and activists strategically leverage social media affordances to challenge authoritarian tendencies, organize protest movements, and construct counter-hegemonic narratives resisting dominant state-sponsored discourses (Asnani & Juan, 2022; Teehankee & Thompson, 2016). Asnani and Juan (2022) document how student organizations within Philippine universities use digital platforms to articulate political positions, mobilize collective participation, and contest dominant narratives through strategies blending personal testimony, collective memory, and historical framing, though their analytical approach primarily uses quantitative content analysis rather than systematic narratological frameworks. Research examining Philippine student activism chronicles an extensive tradition of political engagement, particularly within the University of the Philippines system, where student organizations have historically played significant roles in democratization movements extending from Martial Law resistance during the 1970s and 1980s to contemporary anti-authoritarian struggles (Abinales & Amoroso, 2017). The specific narrative strategies used by these activist groups within digital communication spaces remain underexamined, particularly through rigorous application of narratological frameworks capable of revealing how stories function ideologically and rhetorically (Gutierrez, 2019).

Facebook has reshaped how political narratives are constructed, circulated, and contested within networked public spheres through its affordances, including multimodal communication capabilities, networked sharing mechanisms, algorithmic content curation, and interactive engagement features (Boyd, 2014; Van Dijck, 2013). Research examining social movement communication demonstrates that digital narratives play roles in framing political issues, constructing collective identities, and mobilizing participation among dispersed populations through establishing clear protagonist and antagonist relationships, articulating injustices requiring redress, and providing pathways for audience involvement that transform readers from passive consumers into active participants (Gerbaudo, 2012). Page (2012) examines how narrative structures adapt to social media contexts, finding that while basic narrative elements persist across media, digital affordances enable new storytelling forms characterized by fragmentation, collaboration, and context-dependence wherein status updates, posts, and comments collectively construct ongoing narratives unfolding across time and multiple voices. Van Dijck (2013) provides a critical analysis of social media platforms' political economy, documenting how corporate logics shape political discourse through algorithmic visibility mechanisms, data commodification practices, and platform governance structures that influence which narratives circulate widely and which remain

marginalized. Despite these advances, narratological analysis of political discourse on social media remains underdeveloped within Philippine contexts, particularly concerning youth activist organizations operating within higher education institutions (Asnani & Juan, 2022).

Non-traditional fraternities and sororities operating within Philippine higher education distinguish themselves from conventional Greek-letter organizations through their explicit integration of political activism and progressive ideology into core organizational identities (Asnani & Juan, 2022). These groups position themselves as vehicles for social transformation and political consciousness-raising, viewing membership as entailing political commitments extending beyond social fellowship. Sigma Kappa Pi and Sigma Delta Pi exemplify this orientation, with documented institutional histories of involvement in anti-dictatorship movements, human rights advocacy, and student mobilization campaigns. Scholarly literature examining these organizations remains limited, particularly regarding their narrative strategies within digital environments where they increasingly operate and reach audiences transcending traditional campus boundaries (Gutierrez, 2019). The intersection of fraternity and sorority culture with explicit political activism creates communicative contexts wherein narratives must simultaneously build organizational solidarity, articulate political positions to external audiences, mobilize collective action, and distinguish the group from both traditional fraternities and non-fraternal activist organizations.

This study applies Labov's analytical framework to examine political discourse manifested through the Facebook page of Sigma Kappa Pi Fraternity and Sigma Delta Pi Sorority at the University of the Philippines Diliman Extension Program in Pampanga. Despite substantial international scholarly attention to narratological analysis, Philippine academic contexts exhibit a notable scarcity of narratological studies, particularly concerning politically active non-traditional fraternities and sororities whose digital communication practices remain underexamined (Asnani & Juan, 2022; Gutierrez, 2019). Digital communication platforms function as significant arenas wherein language, power, and politics intersect, creating spaces where narratives are continuously constructed, contested, and circulated among networked publics (Van Dijck, 2013).

For organizations such as Sigma Kappa Pi and Sigma Delta Pi, Facebook operates beyond its instrumental function as a communication tool, serving as a platform for collective identity formation, political mobilization, and discursive resistance against hegemonic narratives. This study addresses existing research gaps by providing a focused narratological analysis of political discourse within non-traditional fraternity and sorority contexts in the Philippines. The study pursues three specific research objectives: first, to identify constituent narrative structures present within the organizations' Facebook posts using Labov's six-element framework; second, to analyze how political identities and power dynamics are constructed through narrative evaluation devices; and third, to contextualize findings within the broader socio-political landscape characterizing contemporary Philippine student activism and democratic struggles (Abinales & Amoroso, 2017).

II. METHODS

This study uses qualitative content analysis guided by Labov's (1972) narratological framework to examine political discourse manifested through the Sigma Kappa Pi and Sigma Delta Pi Facebook page at the University of the Philippines Diliman Extension Program in Pampanga. The research design follows a descriptive and analytical approach, focusing on identifying and interpreting narrative structures within digital political discourse while adapting Labov's model, originally developed for analyzing oral narratives collected through sociolinguistic interviews, to the context of written digital discourse circulating through social media platforms (Page, 2012).

The primary data source is the organizations' official Facebook page, selected based on multiple criteria: the organizations' documented history of political activism and sustained engagement with socio-political issues, their active and consistent Facebook usage as a platform for political communication, the researcher's membership providing insider access and contextual understanding, and the page's status as a publicly accessible digital space ensuring ethical accessibility for research purposes (Riessman, 2008). The corpus consists of Facebook posts published during the specified observation period, with selection criteria requiring that posts contain explicit political content addressing socio-political issues, demonstrate identifiable narrative structures, be authored or officially shared by the organization, and be written primarily in Filipino or English. A purposive sampling approach was used to identify posts exhibiting clear narrative structures and engaging substantively with political discourse, with the final corpus comprising six selected posts meeting the selection criteria and providing sufficient variation in narrative forms, political topics, and rhetorical strategies (Riessman, 2008).

Data collection was conducted through systematic documentation of Facebook posts, with each selected post captured through screenshot technology to preserve original formatting and visual elements, while textual content was transcribed verbatim into a structured database maintaining all linguistic features (Page, 2012). Comprehensive metadata were systematically recorded, including publication date and time, post type classification, engagement metrics, presence of multimedia elements, and apparent political topic addressed. Data analysis proceeded through multiple iterative stages: initial coding, identifying explicit narrative elements and political themes; structural analysis, systematically examining each post using Labov's six-component framework; evaluative analysis, examining ideological positions and rhetorical strategies; thematic and functional analysis, identifying patterns across posts, and contextualization interpreting findings within broader contexts of Philippine student activism traditions (Riessman, 2008).

The analytical approach follows Labov's six-component model, systematically examining each post for the presence and function of abstract, orientation, complicating action, evaluation, resolution, and coda elements, acknowledging that social media posts frequently exhibit compressed or elliptical narrative forms compared to extended oral narratives (Page, 2012). Particular analytical attention was directed toward the evaluation component, as Labov identifies this as the element conveying the narrative's point and

embedding the narrator's ideological stance through devices including explicit evaluative statements, intensifiers and repetition patterns, comparative and contrastive structures, reported speech and thought, rhetorical questions, and emotional or moral appeals (Labov, 1972; Riessman, 2008).

Several measures were implemented to enhance the validity and reliability of the analytical interpretations. Triangulation was achieved through analyzing multiple narrative posts to identify patterns and variations across the corpus. Member checking involved discussions of preliminary findings with fellow organization members to verify interpretive accuracy. Transparency was maintained by documenting the analytical process in detail. Theoretical consistency was ensured by maintaining analysis consistent with Labov's framework while acknowledging necessary adaptations for digital discourse contexts (Page, 2012; Riessman, 2008).

Ethical Considerations

The selection of the University of the Philippines-Diliman Extension Program in Pampanga as a research site derives from both geographical proximity to the researcher's location and the researcher's organizational membership, which facilitates authentic access to data and provides insider contextual understanding necessary for nuanced interpretation. This insider positionality raises ethical considerations that require explicit discussion, particularly given the political sensitivity of the discourse analyzed.

The decision to name Sigma Kappa Pi Fraternity and Sigma Delta Pi Sorority, rather than anonymize them, rests on several grounds. All analyzed data derive from the organizations' publicly accessible Facebook page, a space deliberately constructed for public communication and political advocacy. The organizations' political activism constitutes their publicly stated institutional identity. Anonymization would obscure the specific historical, institutional, and regional context necessary for meaningful interpretation and would, paradoxically, misrepresent the organizations' own commitment to public political engagement. Pseudonymous attribution risks stripping the analysis of the very specificity that makes it analytically valuable, particularly the organizations' documented connections to anti-dictatorship movements and their location within the University of the Philippines system, a context with distinct political traditions that differ substantively from other Philippine higher education institutions.

The potential risks of naming are acknowledged. The organizations operate within a political environment where activist groups face surveillance, red-tagging, and institutional reprisal, realities that are not hypothetical in the contemporary Philippine context (Abinales & Amoroso, 2017). Naming them in an academic publication could, in principle, draw additional scrutiny to their activities. These risks are mitigated by several safeguards. The study analyzes only content that the organizations themselves published for public consumption on an open Facebook page. No private communications, internal documents, or members-only discussions were accessed. No individual members, administrators, or authors of specific posts are identified at any point in the analysis. The researcher's organizational membership was disclosed to fellow members, and preliminary findings were discussed through member checking, which served both as a

validity measure and as a form of consultative engagement with the community whose discourse is being studied. The organization's leadership was made aware of the research and its analytical focus. These measures do not eliminate all risk, but they ensure that the study does not expose the organizations to scrutiny beyond what their own public communication already invites.

III. RESULTS AND DISCUSSION

Systematic analysis of six representative Facebook posts from the Sigma Kappa Pi and Sigma Delta Pi page reveals consistent deployment of Labov's narrative elements across thematically diverse political content. The posts address the EDSA People Power Revolution anniversary (Post 1), Rodrigo Duterte's International Criminal Court accountability (Post 2), the Araw ng Kagitingan commemoration (Post 3), the Senate's archiving of Sara Duterte's impeachment case (Post 4), ghost projects and systemic corruption (Post 5), and the Martial Law anniversary connected to contemporary corruption (Post 6). Rather than treating each post at equal length, the following analysis synthesizes recurring narrative patterns across the corpus, organized by Labovian element, while drawing on specific posts as illustrative cases.

A. Abstract and Orientation

All six posts exhibit identifiable abstracts, though these are compressed to suit social media affordances compared to the extended abstracts characteristic of oral narratives in Labov's original research. Abstracts typically manifest through bold opening statements or italicized phrases that simultaneously announce the narrative's subject and establish its tellability. Post 1's italicized opening frames EDSA Day's holiday designation as politically contested, immediately establishing tellability by framing commemoration as requiring defense against official erasure or trivialization. Post 2's bold statement functions simultaneously as an abstract and evaluation, announcing Duterte's accountability as long overdue justice and specifying the stakes as justice for thousands of drug war victims. Post 5 opens with a metaphorical statement connecting flooding to popular anger and exhaustion, signaling tellability through the connection between infrastructure failure and political crisis. Post 3's bold title presents a philosophical statement about authentic patriotism, establishing the narrative's ideological position regarding what constitutes genuine valor beyond ceremonial recognition. In each case, the abstract performs a double duty characteristic of digital activist discourse: it orients audiences to the topic while immediately signaling the ideological position from which the narrative proceeds.

Orientation across the corpus ranges from compressed to dual-temporal, and the variation correlates with the type of political work each post performs. Posts addressing contemporary events provide minimal but precise institutional and temporal context, assuming audience familiarity with broader political circumstances. Post 2 identifies the International Criminal Court as an institutional actor, establishes the legal framework for crimes against humanity prosecution, and names the judges who reviewed the case, adding authoritative detail that enhances legitimacy through institutional specificity. Post 4's orientation remains compressed, providing only the voting pattern and the date

of the Senate decision, characteristic of social media discourse that assumes audience familiarity with ongoing controversies regarding confidential funds and allegations of corruption.

Commemorative posts establish dual temporal frames connecting historical events to present conditions, creating cyclical narrative structures suggesting history's repetition rather than progressive improvement. Post 6 juxtaposes the Martial Law declaration of fifty-three years past with recently revealed Department of Public Works and Highways corruption involving ghost projects and substandard projects, while billions of pesos disappear from the national treasury. This dual temporal frame positions the current generation as inheritors of unresolved historical struggles. Post 1 similarly provides temporal context as the thirty-ninth anniversary of the People Power Revolution, while situating current political circumstances regarding the Marcos administration's treatment of the commemoration through policy changes threatening historical memory. Post 5 establishes a normative framework, describing what infrastructure should exist given the Philippines' disaster-prone geography before documenting what actually exists. This orientation strategy creates the evaluative baseline against which failures are measured.

B. Complicating Action

The complicating actions across the corpus exhibit a notable pattern: they are predominantly symbolic and systemic rather than event-based. This distinguishes them from Labov's original data, where complicating actions typically involved discrete physical events or confrontations. Post 1 centers on the threat to historical memory through the reclassification of EDSA Day from a non-working to a working holiday, a conflict over meaning and collective memory rather than physical confrontation. The complication intensifies through ironic contrast: the family overthrown by EDSA now controls how the event is commemorated. Post 3 locates complication in the contradiction between commemorating historical heroism while contemporary leaders evade accountability, with specific reference to Duterte's evasion of International Criminal Court accountability and administrative silence, while the history of struggle is suppressed. Posts 4 and 5 structure complication through institutional failure. Post 4 characterizes the Senate's archiving decision as a brazen betrayal of the Senate's duty to hold officials accountable, framing the decision as willful betrayal rather than neutral procedural action. Post 5 describes systematic corruption as a cycle of fraud and greed wherein projects exist only on paper, with specific reference to ghost projects, including roads, flood control systems, waiting sheds, multipurpose halls, covered courts, and others that were never implemented or quickly deteriorated. The enumeration of project types establishes corruption's scope across infrastructure categories, suggesting pervasive rather than isolated failure.

Post 6 manifests complication as continuity despite lessons that should have been learned, asserting that corruption and abuse by corrupt politicians have not completely disappeared despite the passage of time and the supposed democratic transition. The historical parallel intensifies the complication by arguing that contemporary abuse is not

far from what the nation experienced during the Marcos dictatorship, creating an explicit connection between past and present.

The complicating actions share a rhetorical strategy of intensifying tension through ironic contrast. Post 2 juxtaposes official justification of peace and order against the lived reality of terror, grief, and injustice experienced by affected communities, encompassing both past extrajudicial killings and present circumstances, including Duterte's arrest and defense by supporters claiming lack of due process. Post 4 contrasts popular demands for accountability against legislative refusal to proceed with hearings. These contrasts create the moral tension that drives each narrative toward evaluation and resolution.

C. Evaluation

The evaluation component emerges as the dominant narrative element across all six posts, performing ideological work central to political discourse (Riessman, 2008; Bamberg, 2007). Evaluation is not confined to a discrete section within each post but operates pervasively throughout the narrative structure, confirming Labov's (1972) insight that evaluation can be embedded at any point in a narrative and that it reveals why stories are tellable, conveying their social significance beyond event recounting. Several evaluative devices recur across the corpus with notable consistency. Explicit moral judgment appears in every post: Post 1 characterizes the EDSA holiday reclassification as morally offensive and disrespectful to the suffering experienced by Filipinos who struggled to remove the Marcos family from power, Post 2 describes extrajudicial killings as heinous crimes committed against defenseless victims, Post 4 labels the Senate decision a brazen betrayal that closes the door of justice, Post 5 declares that enough is enough. These judgments establish moral frameworks for interpreting events, positioning audiences to adopt specific evaluative stances rather than neutral ones.

Intensifying series build cumulative force through linked terms. Post 5 describes projects as underdone, failed, and easily damaged, characterizes corruption through fraud and greed, and identifies consequences as fear, grief, and loss of life. Post 2 accumulates terror, grief, and injustice as linked consequences of the drug war campaign. Post 1 reinforces ideological positioning through the recurrence of struggle, freedom, democracy, and sacrifice. The cumulative effect of these series creates rhetorical momentum building toward the political positions the narratives advocate.

Ironic contrast operates across multiple posts as a recurring evaluative strategy. Post 2 juxtaposes Duterte's paternalistic public persona against descriptions of violence and disregard for human life. Post 3 distinguishes between imprisoning heroism in monuments and embodying it in lived practice, critiquing ceremonial patriotism divorced from political action. Post 1 establishes a binary opposition between the people's sacrifice and the administration's disrespect. These contrasts create the moral binaries characteristic of political mobilization discourse (Gerbaudo, 2012).

Metaphorical language is particularly prominent in Post 5, where corrupt officials, contractors, and their accomplices are characterized as monsters sucking public funds, representing officials as predatory rather than representative. The same post uses

drowning to function literally in reference to floods and metaphorically in reference to poverty and oppression, creating layered meaning. Post 6 asserts that Martial Law is not merely a page in a book but a reminder that freedom can easily be lost when the nation remains silent, transforming commemoration from passive remembering into active warning.

Rhetorical questions in Posts 2 and 4 direct interpretation while highlighting injustice. Post 2 creates narrative tension between official justification and lived reality by asking where justice exists for affected families. Post 3 uses implied criticism through references to confidential funds and the silence of those in power, functioning as evaluative shorthand evoking specific controversies without explicit elaboration. Post 6 quantifies corruption through reference to billions of pesos disappearing, making abstract corruption concrete, and legitimizes emotional responses by characterizing the people's anger as blazing rather than demanding calm acceptance.

The evaluative devices collectively establish moral frameworks for interpreting events, construct binary oppositions between people and corrupt elites, resist normalization of abuse through stark language, and legitimize emotional responses to injustice. These functions position evaluation not as subsidiary to narrative structure but as central to the political work these narratives perform.

D. Resolution and Coda

Resolutions across the corpus share a distinctive characteristic: they are aspirational and prospective rather than retrospective. No post presents a completed resolution. Instead, each offers collective action as the means to resolve narrative tension. Post 1 directs audiences toward electoral participation in the upcoming midterm elections. Post 2 acknowledges partial institutional resolution through Duterte's ICC arrest while asserting its insufficiency, maintaining narrative tension by asserting that arrest alone cannot provide complete justice for Filipinos who suffered under the administration. Post 4 asserts continued vigilance and ongoing demands for accountability despite institutional failure. Post 5 frames the people's anger as a unified cry demanding accountability from corrupt officials, prosecution of accomplices, and assertion of rights to safe communities, proper infrastructure, and honest governance. Post 6 describes protests in major locations across the country conducted to declare that exploitation is enough. This pattern of incomplete resolution resists narrative closure, maintaining mobilization momentum characteristic of ongoing political struggles.

The coda function undergoes the most significant adaptation from Labov's original model. In oral narratives, codas return the narrative to the present moment and signal completion. In the activist discourse observed here, codas simultaneously signal completion and propel audiences toward future action. Post 1's three closing slogans return the narrative to the present while propelling toward future action, transforming closure into mobilization characteristic of activist discourse where narratives serve organizing rather than merely commemorative functions (Polletta et al., 2011). Post 2's direct address confronts Duterte, transforming the post from a third-person analysis into a second-person accusation. Post 3's closing statement updates heroism for contemporary contexts, acknowledging diverse forms of resistance, including speaking, protesting, and

organizing, as equivalent to armed resistance in earlier periods. Post 5 calls for dismantling the system that drowns the population, indicating structural change as a necessary resolution beyond individual prosecutions. Post 6 asserts the imperative not to allow history to be forgotten or buried while calling for struggle and standing for a future deserving of a free and just nation, connecting past, present, and future through temporal bridging.

These closing moves function as what might be termed activist codas (Polletta et al., 2011). Unlike Labov's codas that provide narrative closure, activist codas use the terminal position of the narrative as a launching point for continued political engagement. Every post concludes with organizational slogans, direct imperatives, or declarations of continued struggle that transform the end of the story into the beginning of collective action.

IV. DISCUSSION

A. Narrative Structures in Organizational Facebook Posts

The first research question asked what narrative structures are present within the organizations' Facebook posts. The analysis confirms that all six Labovian elements are identifiable across the corpus, though they appear in compressed forms reflecting social media affordances and constraints. The persistence of these narrative structures across a digital platform originally designed for casual social interaction suggests that narrative patterns reflect deep cognitive and social functions of storytelling rather than medium-specific conventions (Bruner, 1991; Abbott, 2008). Abstracts perform double duty as both orientation and evaluation. Orientations assume shared political knowledge, compressing contextual information. Complicating actions favor symbolic and systemic conflict over event-based sequences. These adaptations confirm Page's (2012) observation that basic narrative elements persist across media while exhibiting platform-specific modifications.

The hybrid genre formations observed across the corpus also warrant recognition: posts blend narrative elements with argumentative discourse, ceremonial commemoration, and legal analysis, creating genre mixtures that resist categorization as purely narrative or purely argumentative texts. This hybridity challenges narratological frameworks developed for analyzing discrete genres and suggests that political discourse on social media operates across genre boundaries in ways that classical narratology did not anticipate. The findings suggest that Labov's framework remains productively applicable to digital political discourse, though the model benefits from acknowledging that narrative elements can be compressed, merged, or functionally transformed when adapted to platform-specific and genre-specific purposes.

B. Political Identity and Power Dynamics Through Evaluation

The second research question examined how political identities and power dynamics are constructed through narrative evaluation devices. Evaluation emerges as the dominant component across all analyzed texts, a finding that aligns with Labov's (1972) insight that evaluation reveals why stories are tellable and conveys their social significance. In political narratives specifically, evaluation performs ideological work that

exceeds its role in personal experience narratives, embedding value judgments and moral positions that shape audience interpretation and mobilize toward particular actions (Bamberg, 2007). The evaluative devices serve not merely to explain why the story matters but to construct the political reality within which audiences are positioned to interpret events and take action.

The organizations position themselves as historically conscious by invoking EDSA, Martial Law, and resistance traditions, claiming legitimacy through continuity with celebrated resistance movements. Morally uncompromising identity appears through assertive and condemnatory language that refuses to accommodate injustice through compromise, differentiating the organizations from pragmatic or reformist political actors. Popular alignment emerges through consistent use of inclusive pronouns and identification with the people, constructing collective identity between organizations and broader publics rather than vanguard separation. Analytical sophistication appears through systemic analysis identifying structural corruption, historical patterns, and institutional failures rather than focusing exclusively on individual malfeasance, positioning the organizations as intellectually serious activists capable of complex analysis. Action-oriented identity manifests as every post concludes with calls to action, constructing identity as mobilizing rather than merely commenting.

Power dynamics are constructed through clear moral binaries: people versus corrupt elites, memory versus erasure, accountability versus impunity, and justice versus oppression (Gerbaudo, 2012). By using recognizable narrative patterns familiar to audiences through everyday storytelling experiences, political posts gain coherence and persuasiveness that abstract argumentation might lack. Audiences comprehend complex political situations through familiar narrative schemas: temporal progression from orientation to complication to resolution, emotional arc building tension toward climax and release, and moral clarity distinguishing protagonist from antagonist (Abbott, 2008). Narrative structure itself performs political work beyond content alone, establishing that form and function are inseparable in political discourse (Bamberg, 2007).

C. Findings Within Philippine Student Activism

The third research question asked how findings contextualize within the broader socio-political landscape of Philippine student activism. The consistent use of historical framing across the posts reveals the narrative's capacity to construct political memory and collective identity through temporal bridging. By linking present issues to celebrated historical events, including the EDSA Revolution, Martial Law resistance, and World War Two valor, the posts perform memory work serving both defensive functions, preventing official erasure of inconvenient histories, and offensive functions, legitimizing present struggles through historical precedent and continuity with honored resistance traditions (Abinales & Amoroso, 2017).

This historical framing positions Sigma Kappa Pi and Sigma Delta Pi within the broader tradition of Philippine student political engagement that has characterized the University of the Philippines system and its extension programs. The organizations construct themselves as inheritors and continuators of resistance traditions, not as

innovators introducing novel political positions, but as defenders of democratic gains under threat. This positioning is consistent with the organizational identity of non-traditional fraternities and sororities that integrate political activism into core organizational purpose (Asnani & Juan, 2022; Gutierrez, 2019).

The findings also reveal how digital platforms enable these organizations to transcend traditional campus boundaries, reaching broader audiences through networked communication. The narrative strategies serve the dual purpose of internal solidarity building among members and external political positioning for wider publics. For organizations operating within the specific context of the University of the Philippines Diliman Extension Program in Pampanga, digital platforms expand the reach of political discourse that might otherwise remain confined to campus-level circulation, allowing the organizations to participate in national political conversations and connect local activism to broader movements for accountability and democratic integrity.

V. CONCLUSION

This study examined political narratives circulating through the Sigma Kappa Pi and Sigma Delta Pi Facebook page using Labov's (1972) narratological framework as an analytical lens. The analysis reveals that Labov's model, despite being developed for oral personal experience narratives, proves productively applicable to written digital political discourse with necessary adaptations acknowledging platform-specific constraints and political communication's distinctive rhetorical purposes (Page, 2012). The six analyzed posts exhibit consistent employment of all six narrative elements, though in compressed forms characteristic of social media discourse. The evaluation component emerged as particularly dominant, performing ideological work through metaphors, intensifiers, contrasts, and moral judgments that position audiences toward particular political interpretations and mobilize them toward collective action (Bamberg, 2007).

The study contributes to narratological theory by establishing classical frameworks' continued relevance while identifying necessary adaptations for digital political contexts: narrative compression reflecting platform constraints, evaluation dominance positioning ideological work as central to narrative structure, hybrid genre forms blending narrative with argumentation and ceremonial discourse, and activist codas transforming closure devices into mobilizing openings (Bamberg, 2007; Polletta et al., 2011). These findings extend the applicability of Labov's framework beyond its original oral narrative context and suggest that narrative patterns reflect deep cognitive and social functions rather than medium-specific conventions (Bruner, 1991; Abbott, 2008).

Several limitations warrant acknowledgment. The corpus of six Facebook posts from a single organizational page represents a limited sample that prevents identification of comprehensive patterns across longer time periods, diverse political topics, or varying rhetorical situations (Riessman, 2008). The textual focus prioritized narrative structure over other meaning-making dimensions, including visual, multimodal, and interactive elements that contribute significantly to digital discourse, bracketing images, graphic design elements, video content, hyperlinks, and emoji use integral to Facebook communication (Page, 2012). The researcher's organizational membership, while

facilitating insider understanding, introduces potential interpretive bias that member checking only partially addresses. The single-organization scope constrains the generalizability of findings, as narrative patterns identified here may not characterize other non-traditional fraternities and sororities operating in different institutional or regional contexts.

Future research should pursue several directions extending these findings. Longitudinal analysis examining organizational discourse over extended time periods would track how narrative strategies evolve in response to changing political circumstances. Comparative analysis across non-traditional fraternities and sororities would determine whether the narrative patterns identified here are organization-specific or characteristic of the broader activist fraternity genre. Multimodal analysis, systematically examining how visual elements interact with textual narratives, would address this study's textual limitations. Audience reception studies investigating how target audiences interpret and respond to these narratives would complement the production-focused analysis presented here. Network analysis examining how narratives circulate through sharing mechanisms would reveal the reach and transformation of political discourse beyond initial publication. Cross-cultural comparative research examining narrative strategies used by student activist organizations in other Southeast Asian contexts would situate Philippine activist discourse within broader regional patterns (Gerbaudo, 2012; Asnani & Juan, 2022; Page, 2012). Despite its limitations, this study establishes that systematic narratological analysis can reveal the structural mechanisms through which political meaning is constructed and political mobilization is pursued through digital platforms, contributing to scholarly understanding of contemporary activism while validating the continued relevance of established analytical frameworks when appropriately adapted to new communicative contexts.

VI. DISCLOSURE STATEMENT

The author declares no competing interests.

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