

FOREWORD

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The study of language in the Philippines has always required sensitivity to multiplicity – of codes, of identities, of histories layered within everyday speech. From research on Philippine English and multilingual practices to corpus-based investigations of usage and variation, we have long recognized that language here is neither monolithic nor static. What the present moment adds is scale and speed. Digital platforms, algorithmic mediation, and transnational circulation have intensified the ways in which language participates in shaping public life. This Special Issue of the *SUKISOK Journal of the Arts & Sciences* engages that intensified terrain with admirable breadth and rigor.

Several contributions foreground the dynamism of meaning in everyday practice. The study of “charot” as deflective linguistic armor situates humor within pragmatic strategy, demonstrating how speakers manage stance, vulnerability, and social alignment through a single lexical item. The examination of semantic shift in the word “slay” further illustrates how globally circulating forms are reinterpreted within localized communities of practice. These inquiries resonate with broader discussions in World Englishes and variation studies, reminding us that lexical innovation and semantic recalibration are integral to linguistic vitality.

Other articles move from individual usage to patterned discourse. The collocational analysis of gender markers in Filipino academic writing reveals how representation is subtly structured through recurrent lexical associations – a methodological approach that underscores the value of corpus-informed perspectives in uncovering ideological patterning. The Labovian analysis of political narratives in Facebook discourse extends classical narrative frameworks into digitally mediated publics, where storytelling becomes both affiliative and persuasive. Meanwhile, the content analysis of Philippine memes treats multimodal texts as socially consequential artifacts, capable of encoding critique, humor, and collective memory in compressed visual form.

Importantly, this volume also engages institutional and pedagogical dimensions of language. The development of a structured framework for university language policy reflects ongoing concerns within Philippine higher education regarding multilingual realities and academic standards. The validation of a training module for media and information literacy addresses an urgent national concern: the proliferation of misinformation within digital environments. Together, these applied studies demonstrate how linguistic research may inform policy and practice, extending beyond analysis toward intervention.

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What emerges across these varied inquiries is a shared recognition that language functions simultaneously as resource, representation, and regulation. It shapes identity, structures participation, and mediates power—particularly within a country characterized by high social media engagement, layered colonial histories, and vibrant multilingual exchange. The Philippines thus continues to serve as a compelling site for examining how local linguistic practices intersect with global technological currents.

This Special Issue offers not a single argument, but a constellation of perspectives united by methodological care and contextual attentiveness. It reflects the continued maturation of Philippine linguistic scholarship—one that is theoretically informed, empirically grounded, and responsive to contemporary realities.

I trust that the conversations initiated in these pages will encourage further inquiry into the evolving communicative ecologies that define our time, and will inspire scholars to remain attentive not only to how language changes, but to how it matters.