EDITOR'S NOTE:
Language Transforming the World

Krisha Camille R. Angoluan, PhD[1]
Special Issue Editor, SUKISOK Journal of the Arts and Sciences
Isabela State University-Cauayan City Campus, Philippines

Language in the Philippines has always been agile. It slips between tongues, shifts registers with ease, and repurposes borrowed words with creative precision. Today, however, its agility is amplified by technology. Algorithms autocomplete our sentences. Memes compress political critique into images. "Charot" can neutralize confrontation. "Slay" can celebrate without violence. Meaning no longer moves slowly; it circulates at network speed. This first Special Issue of the *SUKISOK Journal of the Arts & Sciences* emerges from that acceleration.

We publish this volume at a moment when artificial intelligence enters educational spaces, when political discourse unfolds across social media platforms, when multilingual communities negotiate identity in transnational digital arenas, and when legal systems attempt to regulate communicative environments they did not design. To study language today is to study power—who participates, who persuades, who is represented, and who is misrepresented.

The articles in this volume move deliberately across these terrains.

Opening the issue, "*Labovian Analysis of Political Narratives in Sigma Kappa Pi and Sigma Delta Pi Facebook Discourse,*" written by **Gamaliel Z. Panuyas**, brings digital politics into the frame. By applying narrative theory to platform-based political storytelling, the study bridges classical sociolinguistic frameworks with contemporary online publics. Facebook threads become narrative arenas where evaluation, alignment, and identity are negotiated in real time—reminding us that political discourse has not disappeared; it has migrated.

In **Andrea Genesis Sobremonte**'s "*How To Get Away With Saying Too Much: 'Charot!' as a Deflective Linguistic Armor in Everyday Filipino Talk,*" we are reminded that humor is never merely playful. Through pragmatic and discourse analysis, Sobremonte demonstrates how "charot" functions as a protective shield—a linguistic device that allows speakers to test boundaries, soften critique, and recalibrate social risk. In a culture where indirectness and relational harmony matter, "charot" becomes infrastructure: a micro-strategy of survival and negotiation in everyday Filipino interaction.

In "*The Naturalized Men and Over-represented Women: A Collocational Analysis of Gender Markers in Filipino Academic Discourse,*" **Kamille D. Legaspi-Torres** turns to corpus-driven inquiry to uncover how gender is patterned—and normalized—within scholarly writing. Through collocational mapping, the paper reveals how representation

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can be statistically subtle yet ideologically significant. Academic discourse, often presumed neutral, is shown to carry patterned assumptions that deserve interrogation.

Similarly, in "*Decoding Philippine Facebook Memes: A Content Analysis on Their Cultural and Social Influence*," **Khristine Joy H. Dela Cruz, Bradley V. Gansatao, Angelica R. Añon, and Kevin L. Dela Calzada** treats memes not as trivial artifacts but as compressed cultural commentary. The paper demonstrates how humor, satire, and visual layering operate as discursive shortcuts—encoding critique, reinforcing identity, and shaping perception within seconds of scroll-time. In the Philippine digital landscape, memes are not background noise. They are participatory rhetoric.

Institutional language planning is foregrounded in "*A Structured Framework for Language Policy at Isabela State University*," authored by **Ariane Milagrosa T. Pantaleon**. This work moves from description to design, proposing an evidence-based model that addresses multilingual realities within higher education. In a country negotiating between English, Filipino, and regional languages, language policy is not administrative paperwork; it is a declaration of academic and cultural priorities.

Finally, in **Ralph Anjelo R. Rueco**'s "*Bridging the Confidence–Competence Gap: Assessing Pre-Service Teachers' Ability to Discern Fake News as Basis for Media Literacy Training Module Development*," the digital moment is examined through pedagogical urgency. Rueco's mixed-methods study reveals a striking dissonance: high confidence paired with only basic evaluative competence. By grounding intervention in empirical assessment, the paper does not merely diagnose vulnerability to misinformation — it proposes structured, SDG-aligned training to strengthen analytical reasoning, ethical engagement, and media resilience. In an era of algorithmic amplification, this work insists that literacy must be deliberate, not assumed.

From micro-level linguistic play to macro-level institutional design, these contributions demonstrate that language is neither neutral nor incidental. It is infrastructural.

As our first Special Issue, this volume represents more than expansion; it represents intention. It signals SUKISOK's commitment to scholarship that is interdisciplinary, empirically grounded, and contextually aware—particularly within the Philippine digital and sociopolitical landscape.

SUKISOK was created to host conversations that matter—not only within disciplines, but within communities shaped by language in motion. In serving as Special Issue Editor for this inaugural volume, I have approached the process as one of deliberate curation: bringing together scholarship that is methodologically rigorous, contextually attentive, and responsive to our present moment. In a country where linguistic creativity meets digital acceleration daily, our task is not merely to document change, but to think alongside it.

Language is not merely adapting to change. It is actively shaping it. Our responsibility as scholars is to illuminate that process with clarity, rigor, and courage. We offer this issue as a beginning.