

The Language of Deception: Exploring the Linguistic Strategies and Etiquette of Philanderers in Managing Infidelity

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Abstract

This study explores the linguistic conventions and etiquette used by philanderers—people who commit infidelity and extramarital affairs. Using a multiple case study approach, this study focuses on the language characteristics of philanderers, mainly how they use rhetorical techniques and linguistic strategies to manage various relationships and to conceal and disguise such activity. Through in-depth interviews and analyses of mobile communication, this research demonstrates varied use of language, vocabulary, deceiving tactics, and coded terminology. The study displays a common practice of employing prudent vocabulary choices, the tone used in conversation, politeness in language and communication, and reassuring techniques to manipulate emotion and persuasion. The use of code words, deceiving language, coded terminologies for meeting places and sexual activities, and selective language used inside social circles have been indicated in the results as part of the participants' linguistic patterns. Furthermore, philanderers use various techniques in preserving and hiding relationships, such as employing intimate and seductive language, adaptive language, creative expression, emotionally appealing expressions, and respectful and polite language. By revealing the adept linguistic strategies and patterns of the philanderers, this study contributes to a broader knowledge of how language and communication are used in dealing with deceit and trust in relationships and provides practical insights into determining linguistically deceiving expressions. This research offers a deeper understanding of how philanderers navigate their lives and manage multiple relationships by carefully and consciously selecting language and communication, which can be valuable in various professional and personal contexts. This study provides new avenues for comprehending the complex dynamics of multiple relationships and the role of linguistics and language.

Keywords: *Strength, Philanderers, Infidelity, Linguistic Etiquette, Language of Infidelity.*

A. Introduction

In a particular context and situation, linguistic etiquette is the act of using language in a way that is appropriate and polite (Kasper, 2017). Moreover, Jdetawy and Hamzah (2020) defined it as a collection of guidelines for monitoring polite speech behavior and the propriety of the language used in any discourse. In this research, linguistic etiquette refers to how philanderers employ politeness in their communication and language to manage infidelity and adultery. Maynard and Turowets (2013) asserted that language has always been a significant factor in the development of humanity and society in general.

At another point, Guerin (2003) claimed that language choice can influence and persuade someone to believe in facts or contexts. In the context of romantic relationships, the degree of

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romance and commitment between persons is primarily determined by the language and communication manners they use (Semin & Fiedler, 1992). Furthermore, while language is a primary medium for social behavior (Maynard & Turowetz, 2013), language can also conceal infidelity through various linguistic cues (Treas & Giesen, 2000). In a study by Pittman (1989), infidelity can be indicated through four basic patterns – accidental encounters, recurrent philandering, marital arrangements, and outside or extramarital romantic relationships. From this study, the context focuses on the type of sexual infidelity where sexual activity is done outside primary or marital relationships (Fish, Pavkov, Wetchler, & Bercik, 2012). Additionally, research has been done investigating how acts of infidelity have been dynamically disclosed (Walters & Burger, 2012), including variables affecting the decision to disclose, the techniques employed during the disclosure, and the result of such disclosures. Though monogamous, heterosexual marriage continues to be the norm for relationship standards (United Nations 2000 cited in Sharpe et al. 2013), infidelity has remained a prevalent phenomenon in dating or committed relationships (Huang et al., 2024).

Personality traits, including impulsivity and narcissism, have been associated with an increased risk of cheating (Brewer & Abell, 2015). In a study conducted by Hancock et al. (2007), there are linguistic style differences between deceptive and truthful dyadic communication in a synchronous text-based setting. One study revealed various linguistic strategies in digital communication and further highlighted infidelity's context, audience, purpose, and situation. Treas and Giesen's (2000) study also found that those with more substantial sexual interests, more liberated sexual ideals, lower marriage satisfaction, and more open opportunities for sexual activity are more likely to commit infidelity or adultery. While doing so, philanderers consistently adhere to effective interpersonal communication to support the development of the relationship since communication is considered a building block of relationships (D'Andreta, 2021).

Speech etiquette reflects a group of people's worldview, mentality, and verbal and nonverbal expressions. Few empirical studies detail observations and experiments inside specific groups, making it challenging to understand Philander's linguistic culture's characteristics and explain cultural relationships and conceptual alterations (Zakirova et al., 2023). Chung and Tang (2022) show how linguistic and mental attitudes influence the choice and use of politeness signals. The results showed that people's tendencies to choose politeness signals were similar in different social contexts due to the influence of their linguistic and cultural backgrounds. On one note, though infidelity remains an offensive subject in the Philippines, it has been indicated that male individuals acquired a higher degree of possibility of committing infidelity (Macapagal et al., 2014). Filipinos are found to frequently employ indirect communication and euphemisms when addressing delicate matters such as infidelity and/ or philander (Galang, 2010). They also use coded language and innuendos to discuss meeting places and arrangements discreetly (Gonzales, 2015).

This qualitative case study aimed to explore linguistic etiquette and how philanderers use language to conceal and manage extramarital and outside primary relationships. The researchers seek to reveal ways of analyzing specific patterns of linguistic action and language that individuals use in navigating situations of philander and infidelity.

This study aims to address several key questions focusing on the characteristics of language used by philanderers. First, the research explores the linguistic patterns and vocabulary distinctive in the language of individuals engaging in infidelity. Second, it identifies how philanderers employ language as a strategy to conceal extramarital affairs and their related activities. Third, the study examines linguistic etiquette or specific language markers that may signal potential infidelity in romantic relationships. Additionally, it investigates the linguistic etiquette commonly observed by philanderers in their communication. Furthermore, this

research analyzes the specific vocabulary or lexicons used by philanderers when engaging in activities associated with infidelity. Lastly, the study compares and evaluates the similarities and differences across each case to uncover broader patterns of communication in the context of infidelity.

B. Methods

1. Research Design

This qualitative research utilized a multiple-case analysis to explore and analyze several cases of philanderer's linguistic etiquette and language of infidelity. This study has investigated occurrences of philander and infidelity, resulting in a more comprehensive knowledge of how philanderers manage and manipulate communication and conversation among their partners (Creswell & Poth, 2017). Through cross-case analysis, this research involved three (3) participants who had experienced or are currently committing philander and infidelity. Furthermore, purposive sampling was utilized to determine the participants for the study to extract rich and complete insights about the event based on personal experience and meaning regarding the phenomenon being studied.

2. Participants and Their Role

The participants of this multiple-case study involved selected residents of Baganga, Davao Oriental, Philippines. Aaron, Aven, and Rainer were chosen using purposive sampling as they offer rich perspectives and insights regarding their experience in philander and infidelity. With their experience, these participants were able to provide significant information on how philanderers apply linguistic strategy to communicate effectively and maintain and conceal multiple relationships. Their experience and participation in the study have contributed to research with greater depth, comprehensive understanding, and authenticity of the event in terms of the techniques being used in communication and language, the strategies employed in handling multiple relationships, and the expressions employed in intimate, private, and conflicted conversations.

Table 1. Informants' Profile

Assumed Name	Location	Age	Study Group
Aaron	Baganga, Davao Oriental, Philippines	38	Interview
Rainer	Baganga, Davao Oriental, Philippines	30	Interview
Aven	Baganga, Davao Oriental, Philippines	29	Interview

3. Data Collection Procedures

In order to realize and acquire significant information for the study, the researcher performed processes in conducting the investigations, which started with the preparation of the questionnaire. These will serve as the starting point for interviews. These questions are considerably constructed to elicit information and, at the same time, allow the participants to reveal their experiences, their communication styles, and their strategies as they navigate their multiple and unfaithful relationships. To ensure this factor, the questionnaires underwent validation, checking their clarity, relevance, and comprehensibility, and were then pilot-tested to identify potential issues and aspects of improvement. Feedback is acquired from specialists in psychology, relationship dynamics, and languages. Considering the study's sensitivity, the researcher ensured that the key informants had informed consent and were given confidentiality and anonymity, including interview recordings, real names, and faces.

4. Data Analysis Techniques

After obtaining the necessary and significant information, the data was transcribed with the help of a transcription expert. The data were then translated and organized to extract the information's maximal purpose. A data analyst analyzed and coded the themes and ideas relative to the research questions anchored in Colaizzi's (1978) technique of analyzing the phenomenon, which includes transcribing data from interviews, sorting out vital information, analyzing meaning, determining common themes, and tracing back the informants for accuracy and affirmation of the data gathered. This is intended to find recurrent themes, patterns, and linguistic clues about communication and language dynamics in philander and infidelity. The analysis is also patterned to the method of Braun & Clarke (2006) in identifying and analyzing patterns, which involves data coding, categorizing codes, and determining standard lexicons and vocabulary. Furthermore, a cross-case synthesis was done to answer similarities in infidelity's linguistic patterns and language.

5. Ethical Considerations

Patterned with Creswell & Poth (2017), all participants underwent thorough procedures to be fully informed about the study's purpose, risks, and benefits. Also, participants were informed that their participation in the study is highly voluntary, and thus, they can withdraw from participating. Moreover, the identity of the participants is highly protected by using code names and storing data anonymously (Fick, 2018). As supported by Hammersley & Traianou (2012), to protect emotional and psychological well-being, the participants were well-informed of their right to refuse to answer sensitive topics. They were sent for debriefing sessions to process the experience and feelings. Lastly, the researcher ensured that ethical guidelines and standards were followed.

C. Findings and Discussion

1. Communication Style of a Philanderer

The study's six themes—Adaptive Language Strategies, Deceptive Communication Tactics, Emotional and Ethical Dilemmas, Partner's Emotional Vulnerability, Strategies for Conflict Management, Expressions and Language in Intimate Settings—present the standard communication style of the participants. These themes shed light on the intricate dynamics of relationship maintenance and communication in the context of infidelity.

Table 2. Communication Style of a Philanderer

Essential themes	Thematic statements
Intimate and Seductive Language	I use my sense of humor and playful joking that makes me approachable and fun to talk with - Aaron
	I am a naturally sweet person, so I tend to persuade others of my sweet compliments and witty remarks - Aven
	I usually express my sweetness through words and in conversations - Aven
	Ladies would also enjoy it when I use stimulating words. I'm very sweet and my words get somehow sexy whenever I feel like making out - Aven
	When it comes to sexual urges, I become very creative. If I already feel the urge, I can create words that are very stimulating - Aven

Essential themes	Thematic statements
	If we have a conversation, I would be touchy, whispering stimulating words - Aven
	I tend to win women using my charming chat messages - Rainer
	Using language in communication is a lot easier to use rather than doing actions. You just really have to feed what they need or are seeking, what they want to hear during those times - Rainer
	I prefer to use sweet words or what they call 'flowering' words, sugarcoated words because many ladies tend to believe in those - Rainer
Adaptive Language	I always adjust my language according to the situation I am in - Aaron
	I always ensure that the situation is appropriate - Aven
	It also depends in the situation and in what the lady might seem to be needing. After determining what they need, that's where I start my tactic in communicating with them - Rainer
	It depends on our topic whenever we have a conversation - Rainer
	The language used also depends on the kind of person you are dealing with - Rainer
Creative Language and Expression	I also employ strategies like stating promises, because if the lady is way younger than I am, she easily believes such promises - Rainer
	I try to create and open topics and conversations - Rainer
	I am an English Major, and I think it is an advantage on my part because I know how to use language - Aven
	I always find greetings, phrases, or words that will create intense in our conversations - Aaron
Emotionally Appealing Language	I handle it by making the lady feel safe, and that she would feel sense of security and care - Rainer
	I also use terms like "You are more than enough for me." - Rainer
	I employ or show empathy which mostly ladies like most - Rainer
	I tend to initiate conversation by using humor, such as telling jokes or sharing memes to make them laugh and therefore build connection - Aaron
	Language is a crucial means for expressing affection, building emotional intimacy, and maintaining a fulfilling, close relationship - Aaron
	So important in the romantic and intimate context are the words that are so pleasant to the ears - Aven

Essential themes	Thematic statements
	My way of sustaining my conversation is really searching or browsing the internet for sensible or romantic topics or questions to open and keep the conversation going on - Aven
Respectful and Polite Language	The first thing to consider is the tone and language - Aaron
	I always respect my lover's comfort and boundaries - Aaron
	I always choose words that she may not get upset - Aaron
	As a married person, it is important to be mindful of some linguistic etiquette - Aaron
	I don't use harsh or rude words - Aven
	I will only choose the appropriate time to say such flirtatious words - Rainer

A philanderer's communication style is an intricate interplay of different language techniques to establish rapport, foster intimacy, and eventually satisfy their goals in extramarital or outside relationships (Brown & Levinson, 1987). Their stories all use intimate and seductive language as a central subject. As revealed in the results, the participants have a distinguished character of captivating women by using their charm, wittiness, and creative language, including humorous, pleasant, and seductive (Rajendran et al., 2021). For instance, Aaron personalizes his conversation with a sense of humor and playful joking to disguise himself as an approachable and funny person to talk to. In contrast, Aven uses his sweet personality to persuade women. Also, Aven states that he uses stimulating remarks that could indicate a sexual desire toward a person. Moreover, Rainer emphasizes how essential it is for a man to carefully choose and use language in meeting and initiating relationships with women. Notably, the participants' communication style can be seen as flexible. As studied by Balboa-Banderia et al. (2021), there is an impact when individuals display a unique ability to adapt language and communication style to other people's needs and preferences. Hence, these philanderers are highly adaptive to the context and situation they are dealing with. Therefore, it can be revealed that language tactics are effective ways of initiating a conversation in a relationship suited to a specific situation or individual (Grice, 1975; Cooren & Sanders, 2022). Conversely, Rainer uses creative and intimate language to satisfy other people's emotional or physical needs, emphasizing what the other person desires to hear or receive.

Moreover, a difference can be made when an individual applies various strategies in producing creative and skillful communication (Saputra et al., 2023). Because of the participants' imaginative words and expressions, promises, and open-ended conversations, philanderers have a great sense of effective language use as a tool for seduction and control. One remarkable factor in the philanderers' communication style is using emotionally appealing language to foster a sense of emotional connection, safety, and trust, proving that language can build emotional ties and trust (Garg et al., 2021). Expressions like "You are more than enough for me" elicit conversation, are reassuring, and create a connection of security. Aligned with politeness theory (Brown & Levinson, 1987), how philanderers speak courteously and respectfully influences how they draw attention when engaging and interacting with their partners in various relationships. When needed, the participants also know the importance of comfort, respect, and boundaries in maintaining and navigating the situation. As a married man, Aaron emphasizes the need to use courteous language, avoid harsh or disrespectful words, and determine when to employ a flirtatious communication style. Similarly, Rainer stresses respecting his partner's limits without causing emotional discomfort and disrespect. Such polite

and respectful language impacts how their relationships are managed and navigated well. The philanderer's polite and respectful language is used to accommodate targeted women of their interest. Employing accommodation strategies influences how others perceive them as they initiate a relationship (Recanati, 1989). Thus, mindful and compassionate interaction can project the other person's interest (Zhao et al., 2021). Markedly, philanderers consistently make a conscious effort to apply polite and respectful language in their interactions to manage positive conversations and further avoid conflict and discomfort in the relationship. The effect of such appropriateness and decorum can manage the challenges of maintaining relationships (Bhatt et al., 2021). Similarly, the participants ensure that they carefully choose their words as they navigate and protect their multiple relationships.

2. Strategies in Maintaining and Concealing Relationships and Navigating Infidelity

The table provides information about the tactics used by people who are having extramarital or outside affairs to keep and hide their relationships, as well as how to deal with the difficulties involved. Thematic remarks provide insight into the nuanced approaches taken by these individuals and reveal several fundamental elements. One problem that keeps coming up is people using romantic gestures to keep their outside partners in their relationships.

Table 3. Strategies in Maintaining and Concealing Relationships and Navigating Infidelity

Essential themes	Thematic statements
Romantic Gestures	If there are times that I fail to match my words and actions, I use the 'self-pity' technique -Aven
	When I think of how I could ease my urges in the future, I would really work hard in maintaining sweet conversation, using stimulating words -Aven
	Even if it is tiring, you have to make an effort every time you deal with or approach a situation -Aven
	It gets tiring sometimes because you really have to make the conversation going and not boring. So I need to use emojis, longer words and conversations, and sweet topics -Rainer
	It's very challenging for me to choose the right words to say in order not to upset her -Aaron
Playful and Flirtatious Language	I maintain sweet messages and language and incorporate romantic jokes -Aven
	I will use charming and enticing words to avoid suspicions -Aven
	I always use words of endearment and affirmation -Aven
	I also use terms that are charming, seducing, and enticing -Rainer
	The language used also depends on the kind of person you are dealing with -Rainer
	I sometimes use sexy language to create sexual connection -Rainer
	I always compliment physical appearance as a form of flattery -Rainer
	I employ romantic jokes somehow, sarcasm, teases, and things like that -Rainer
	I do express admiration and desirability to make out by leading a phone sex -Aaron

Essential themes	Thematic statements
Maintaining Respect and Boundary	I am very careful on picking words that will cause her to self-pity and blamed me for making her involved in my life - Aaron
	I make sure that my words are appropriate for the present conversation - Rainer
	If the situation is a bit messy, like fighting for example, I avoid using sexy or daring words - Aven
Constant Communication	In my marriage, I keep constant and open communication with my wife - Aaron
	I always ensure that I maintain constant communication to avoid suspicions - Rainer
	I always make sure that our conversation will revolve around the thought of enjoying the time knowing each other - Aven
Selective Privacy Disclosure	I always maintain a sense of privacy and discretion. It's very obvious on my part that I should never share intimate details or conversations with others because she will suffer the most if ever our relationship will be jeopardized- Aaron
	I usually do sending greetings through chat and deleting them afterward that will cause her to reply and start our conversation in that manner - Aaron
	I choose to call the other woman by name or surname because I think it would be nice and safer if ever I got caught especially if my wife reads our conversation in Messenger - Aaron
	To conceal the extra relationships, I have another account - Aven
	In concealing other relationships, I always avoid mentioning other girls or showing that I am interested in other women - Rainer
	I avoid mentioning that I accompany other women to avoid argument - Rainer
Code Names and Vocabulary	There are terms I use whenever we discuss or plan discreet meetings - Aaron
	I use code to convey my need for discreet meetings, especially during sexual urges - Aven
	I use codes to refer to the place of meeting - Rainer

Several participants, like Aven and Rainer, emphasize the importance of maintaining polite and charming conversation (Jeanfreau et al., 2020). They often incorporate affirmations, romantic jokes, and love phrases to make their conversations more alluring. It can be concluded from the results how important it is to select words to avoid making the other party feel bad about themselves (Apostolou et al., 2020). Aven has acknowledged a decisive attitude in putting effort into fun and great conversations. Aaron also stressed that choosing appropriate expressions and language can create and uphold higher respect in relationships. Aven is also dedicated to refraining from employing abusive statements or disrespectful remarks, especially during heated conversations.

By sustaining acts of innocence in their multiple relationships, they improve and secure emotional bonds with their partners. Aven has recognized that having engaging conversations

requires constant effort to highlight the conscious decision to make such behavior, which is meant to capture and hold their partners' interest despite the challenges of philander and infidelity. Another important topic is upholding limits and respect in extramarital relationships. Aaron has stressed the importance of choosing words carefully to avoid upsetting or making your partner feel bad about themselves, as words can significantly impact how their partners perceive them (Apostolou et al., 2020). The participants attempt to lessen the possibility of disagreements and protect their partners' emotional well-being, as evidenced by their purposeful use of words. In addition, Aven's idea of self-control in refraining from using hurtful language during heated exchanges displays a conscious commitment to maintaining respect in the relationship.

Like Rainer, the participants emphasized the need to engage in frequent conversations with their partners to relieve fears and foster connection. In the same way, Aven stresses that conversations should be deliberately directed toward humorous topics to preserve the impression of a genuine connection (Varma et al., 2024). In his marriage, Aaron places a strong emphasis on open communication, highlighting the challenging balancing act required in dealing with infidelity. Aaron employs this strategy to sustain trust with his partner while engaging in extramarital affairs. Selective privacy disclosure and the use of code names and terminology are other strategies for concealing extramarital relationships. Selective privacy disclosure and the use of code names and terminology are other strategies for concealing extramarital relationships. Several participants, including Aven and Rainer, emphasize the importance of using caution in their interactions, utilizing code names to prevent being discovered, staying away from overt references to other partners, and using several accounts. Aaron purposely opted to mention his adulterous partner by name or surname in order to dispel suspicions and shield his primary connection from the investigation (Varma et al., 2024).

These strategies emphasize the careful planning and calculated dishonesty required to maintain the confidentiality of extramarital affairs. The complex and multifaceted phenomenon of infidelity necessitates a careful balancing act between desire, caution, and dishonesty. Thematic statements elucidate the diverse strategies employed by individuals in extramarital relationships to maintain privacy and cope with the challenges posed by adultery (Rokach et al., 2023). Developing and sustaining relationships with adulterous partners through romantic gestures and caring language is a key strategy highlighted in the theme statements. People use cute compliments, lovebird jokes, and tender words to strengthen their emotional bonds and highlight the allure of their partnerships. These behaviors strengthen the bond between partners, support the façade of innocence, and make it more difficult for outsiders to recognize that the connection is illegal.

Furthermore, the emphasis on polite and civil communication highlights the importance of preserving each party's dignity and emotional well-being and maintaining typical behavior in the society or community (Kępa-Figura, 2021). People try to avoid using hostile language and carefully choose their words to maintain harmony and lessen conflict in extramarital relationships. This skillful use of language reveals a profound understanding of the power dynamics involved in adultery and a desire to minimize any potential negative impacts of their action (Mahambrey et al., 2020). As people attempt to debunk rumors and maintain the appearance of regularity in their primary relationships, it becomes evident that continued involvement and communication are essential to managing infidelity. Individuals who maintain consistent communication with their adulterous partners and steer the conversation towards topics they enjoy doing so to maintain the appearance of a genuine relationship while also reducing the likelihood that their husbands or other important individuals would discover the truth.

Managing infidelity becomes more complicated when people use different tactics to conceal their relationships outside of marriage from curious parties. These tactics include jargon, code names, and selective privacy disclosure. People resort to duplicity and careful planning to keep their connections hidden and safe from prying eyes. Examples include making up other accounts and avoiding direct allusions to their partners (Mahambrey et al., 2020). Thematic statements are a valuable tool for understanding the complex dance between discretion, deception, and desire that characterizes extramarital affairs. Through comprehending and examining these tactics, scholars can acquire a more profound comprehension of the intricacies of adultery and its consequences for individuals and partnerships, ultimately leading to a more all-encompassing comprehension of human conduct and interpersonal dynamics.

3. Challenges in the Linguistic Etiquette of a Philanderer

The table summarizes key information on the experiences of philanderers and the challenges they encountered in their respective situations. This offers a thorough examination of the difficulties encountered by those who commit infidelity, with a special emphasis on language etiquette.

Table 4. Challenges in the Linguistic Etiquette of a Philanderer

Essential themes	Thematic statements
Partners' Emotional Vulnerability	I find it very challenging since I need to be careful not to say something that can hurt her -Aaron
	I feel clumsy and awkward whenever I have to shift my conversation from time to time -Aaron
	I felt guilty, I am aware of that -Aven
	It felt cringy -Rainer
Maintaining a Level of Energy	I don't always have that sweet energy. But then, when I think of how I could ease my urges in the future, I would really work hard in maintaining sweet conversation, using stimulating words -Aven
	Whenever I feel tired, I pause and remain silent so the situation will not get so much heated -Aaron
	There are times that I fail to live up to this linguistic etiquette because I also get tired -Rainer
Maintaining Respect and Boundary	I am always cautious about the words that I use in our conversation and try not to hurt or insult her about our situation -Aaron
	When dealing with these relationships, it is difficult to choose the right language -Aaron
	When in infidelity, you tend to be always anxious and always trying to remember what to say and refer back to what you said before -Aven
	Those who engage in infidelity need to sugarcoat all the words and make sure that they only use good and positive words -Rainer
	People in monogamous relationships are way honest and truthful to their partners because they truly love and care for them so even if it hurts, they will tell the truth -Rainer

These difficulties fall under three main categories: Language Use and Choice, Maintaining a Level of Energy, and the Partner's Emotional Vulnerability. Every subject highlights the difficulties and complications associated with overseeing extramarital affairs while attempting to maintain a front of decency and tact. The partner's emotional sensitivity emphasizes how delicate it is to communicate with a spouse when engaging in infidelity. This suggests that although these individuals engage in philander and infidelity, they also experience guilt and shame (Tashiro & Frazier, 2003). Aaron acknowledges that he frequently feels awkward and dumb while changing the subject, which supports his emphasis on speaking delicately to avoid offending someone. Aven's remark highlights the emotional strain and psychological conflict, and these interactions are clearly associated with guilt. Rainer's statement that he felt cringy further emphasizes the agony and emotional strain. This topic shows how infidelity perpetrators are well aware of their partner's emotional state and try to minimize any potential harm through delicate word choice despite the dishonesty of their actions (Glass & Wright, 1992).

A sustaining Level of Energy highlights the effort required to maintain a front of constant attentiveness and friendliness (Brown & Levinson, 1987). Even while Aven admits he is not always up for romantic conversations, he keeps going in hopes of satisfying his desires later on. Rainer's fatigue and occasional disrespect for appropriate language show how fleeting these efforts are. Aaron's tactic of stopping and saying nothing. The difficulty of selecting the appropriate words while keeping the story coherent is reflected in language use and choice (Drigotas et al., 1999). Aaron says you should use language carefully to prevent offending or hurting your partner. As Aven explains, this requirement for cautious language use reflects the nervousness and ongoing awareness needed to recall prior exchanges and preserve a cogent narrative. As Rainer points out, the need to use only good language and sugarcoat words makes these conversations even more stressful and complicated. These quotes demonstrate the substantial language barriers that adulterous individuals must overcome to navigate their extramarital affairs successfully (Mark et al., 2011).

4. *Strategies for Dealing with Conflicts in Relationships*

This set of data illustrates the approaches philanderers take to handle and settle disagreements in their relationships, especially when there has been infidelity.

Table 5. Strategies for Dealing Conflicts in Relationships

Essential themes	Thematic statements
Emotional Manipulation	I win and woe her with flowers and sweet messages - Aaron
	If there are times that I fail to match my words and actions, I use the 'self-pity' technique - Aven
	I make it up by asking for apologies and really winning her by my efforts - Rainer
Conflict Avoidant Attitude	I just pause or end our conversation so not to escalate the situation - Aaron
	Avoid using words or phrases that can cause an argument and conflict - Aaron
	When conflict arises, I always do the apologizing and no further explanation to avoid opening conversations that might reveal my infidelity - Aven
	I will immediately ask forgiveness to end the conflict right away - Rainer

The two main themes these tactics fall under are avoidant attitude and emotional manipulation. Both themes emphasize the complex strategies people use to reduce tensions while

keeping their extramarital affairs hidden. Applying emotional tactics to settle conflicts is at the heart of emotional manipulation (Brown & Levinson, 1987). Aven acknowledges that he resorts to the "self-pity" tactic—a misleading method of evoking sympathy and avoiding confrontation—when his words and actions do not match. Speaking of apologizing and attempting to win his spouse back, Rainer recommends consciously mending the relationship without addressing the fundamental issues. Aaron's strategy of wooing his girlfriend with flowers and sincere messages illustrates how sentimental actions can ease tension and draw attention away from more pressing concerns. These dishonest tactics demonstrate a focus on maintaining control over the relationship and directing the decision to conceal their adultery (Glass & Wright, 1992). These strategies aim to maintain the appearance of harmony and control by hiding their extramarital activities and preventing deeper issues from becoming apparent (Boon & McLeod, 2001).

5. Cross-Case Analysis

A cross-case analysis of the data was done to provide a deeper comprehension of the case being studied and to determine patterns and themes. The researchers employed this method to explore the data and experiences of the participants.

Table 6 presents the participants' notable similarities in their communication, linguistic patterns, and vocabulary when dealing with their primary, extramarital, or outside relationships. The results show that participants used strategically creative language to convey their desires to their partners. They tend to use deceptive language to initiate and manage philander and infidelity, including half-meant statements, strategic persuasion, and explicit lies (Cole, 2001). With the data, it is clear that philanderers use languages that evoke various positive emotions such as sympathy, affection, and attachment (Whitty, 2003). Philanderers can better navigate their relationships while engaging in philander and infidelity by using intimate and seductive, adaptive, creative, emotionally appealing, respectful, and polite language.

Table 6. Similarities and differences of each case in terms of linguistic patterns and vocabulary related to infidelity

Themes on experiences	Similarities	Differences	Remarks
Intimate and Seductive Language	1,2,3	-	All of the participants had utilized intimate and seductive language as part of their linguistic pattern and vocabulary in relationships.
Adaptive Language	1,2,3	-	All participants used adaptive language in their communication style
Creative Language and Expression	1,2,3	-	Creative Language and Expression is commonly used among the participants
Emotionally Appealing Language	1,2,3	-	Participants commonly use emotionally appealing language

Themes on experiences	Similarities	Differences	Remarks
			in their communication style
Respectful and Polite Language	1,2,3	-	Participants employ respectful and polite language in their communication

On further note, Table 7 shows shared experiences in the strategies that they employ when maintaining and concealing relationships and navigating infidelity. As Canary et al. (2002) stated, romantic gestures and communication are highly associated with higher levels of relationship satisfaction. Also, gestures and affectionate communication play a vital role in maintaining the intimacy of a relationship (Floyd, 2008). Furthermore, flirting and playful conversations are important factors in enhancing satisfaction and intimacy in relationships (Proyer et al., 2019). Additionally, philanderers also adhere to maintaining respect and boundaries with their partners, purposively selecting details to disclose, and using code names and vocabularies.

Table 7. Similarities and differences of each case in terms of strategies for maintaining and concealing relationships and navigating infidelity

Themes on experiences	Similarities	Differences	Remarks
Romantic Gestures	1,2,3	-	Participants display romantic gestures towards their partners
Playful and Flirtatious Languages	1,2,3	-	All participants habitually use playful and flirtatious languages
Maintaining Respect and Boundary	1,2,3	-	Maintaining Respect and Boundary is common to all participants when maintaining and concealing relationships and navigating infidelity
Constant Communication	1,2,3	-	Participants ensured that there is constant communication with their partners
Selective Privacy Disclosure	1,2,3	-	All participants carefully select what to disclose to their partners
Code Names and Vocabulary	1,2,3	-	Participants assign code names and vocabularies to refer to their philander and unfaithful activities

The proceeding table presents the similarities among the participants in terms of challenges in linguistic etiquette. The participants have experienced difficulties maintaining their appropriate language and politeness because of the changing emotional vulnerability of their respective partners. Also, it costs personal space and peace among the participants because they need to maintain the same level of energy among multiple relationships, which can lead to stress and decreased emotional satisfaction in the relationship (Rhoades et al., 2011). Also, the

participants experience difficulty in their language use and choice because they must constantly trace and remember the words and how they approach the conversation. Because the participants consistently accommodate the conversation, they experience stress addressing this demand in their relationship (“Contexts of Accommodation,” 1991).

Table 8. Similarities and differences of each case in terms of challenges in the linguistic etiquette of a philanderer

Themes on experiences	Similarities	Differences	Remarks
Partner’s Emotional Vulnerability	1,2,3	-	All participants encounter challenges in choosing the words to avoid hurting their partners
Maintaining Level of Energy	1,2,3	-	Participants have challenging situation when it comes to maintaining their energy with all their partners
Language Use and Choice	1,2,3	-	Language Use and Choice is one common challenge among participants

The data concerning strategies for dealing with conflict in relationships show that the participants often employ emotional manipulation and conflict-avoidant attitudes. Philanderers believe that by employing emotional manipulation, they effectively manage and solve the conflict that arises in their relationships (Posthuma, 2012). Emotional manipulation, when used at the right place and time, can be highly beneficial for the participants as it can quickly appease their partners. On one hand, while the participants frequently utilize emotional manipulation, they also perform a conflict-avoidant attitude such as withdrawal, silence, and diversion. Similar to the participants, this tactic is considered an effective way of avoiding the escalation of the conflict (Wang et al., 2012).

Table 9. Similarities and differences of each case in terms of strategies for dealing with conflict in relationships

Themes on experiences	Similarities	Differences	Remarks
Emotional Manipulation	1,2,3	-	Emotional Manipulation is a commonly effective way for the participants to deal conflict in relationships
Conflict-Avoidant Attitude	1,2,3	-	To avoid further tension and conflict, participants find ways to appease their partners.

6. Expressions Used by Philanderers Using Intimate Conversations

Table 9 presents a detailed examination of some terms used in private conversations, highlighting the ways in which language and specific expressions are employed to convey promises and guarantees of faithfulness. The table outlines the expression, description, word development process, literal translation, connotation/contextual meaning, and information on how these phrases function in interpersonal relationships. "I always have my eyes on you" conveys a strong focus and dedication since it commits you to keeping your eyes on your partner. The context uses it to reassure the partner that you will always be there for them, even though the literal translation is still evident.

"Nganong magloko gud ko, nga ikaw lang sapat na sa akua?" means "Why would I cheat? You are more than enough for me." This is a phrase used to pledge loyalty; it implies that the partner's presence and attributes satisfy all of one's physical and emotional needs, thus disproving any justification for adultery. Contextually, it serves to support the notion that happiness and fulfillment can only come from a spouse. Another phrase to reassure the partner that there is no temptation or interest in others is "There is nothing to worry about, kay way may lami ang uban, ikaw lang," which means "There is nothing to worry about because no one is delicious for me, but you." It emphasizes exclusivity and the partner's unique appeal.

The statement "Ikaw lang sapat na" means "You are more than enough for me." Like the previous phrase, it is used to pledge devotion by reaffirming that the partner alone is adequate to satisfy all needs and desires. In this context, it expresses a profound sense of contentment and devotion, strengthening the idea that the partner is priceless. These phrases show how intimate language may be used to build trust and loyalty in interpersonal interactions. By using these kinds of expressions, people hope to fortify their emotional ties, establish trust, and reassure their partners of their commitment, which helps to allay suspicions of adultery and create a feeling of uniqueness and exclusivity.

Table 10. Expressions during Intimate Conversations

Expression	Description	Word formation process	Definition/literal translation	Connotation/Contextual meaning
I always have my eyes on you.	Focused attention	Borrowing	I always have my eyes on you.	Promising not to lay eyes on anyone else
Nganong magloko gud ko? nga ikaw lang sapat na sa akua!	False promise	Affixation	Why would I cheat? You are more than enough	Promising faithfulness by saying the person is enough
There's nothing to worry about, kay way may lami ang uban, ikaw lang.	Fake impression	Borrowing Affixation	There's nothing to worry about, because no one is delicious for me, but you	Assuring there is no chance of cheating
Ikaw lang sapat na.	Fake impression	Borrowing	You are more than enough for me	Promising faithfulness

Table 10 includes some phrases that are used to start relationships outside of marriage. Each word is purposefully picked to forge a connection or arouse desire, and the expressions are skillfully constructed to establish rapport and create an emotional appeal. A basic, universal conversation begins with the question, "How are you?" It shows interest in the other person's well-being and opens the door to additional conversation. "Ka-gwapa sa imohang ngalan, baby oy" means "You have a pretty name, baby." This kind of remark establishes a connection by emphasizing a personal quality, which immediately makes the recipient feel valued and unique.

The phrase "Your name suits your beauty" (Bagay kaayo sa imohang ka-gwapa sad) carries on the subject of praises, enhancing the pleasant impression and strengthening the bond by associating the person's name with their attractiveness. "Sus no, ka-swerte nalang gyud sa makauyab sa imoha. Naa na nimo tanan" means "Lucky the man who will become your boyfriend. You have everything." This statement appeals to emotions by implying that the recipient has all

the qualities that make someone desirable, which makes them feel appreciated and desired. "I'm filled with cuteness aggression because of your beauty," is how the expression "Makagigil imong ka-gwapa" translates. It expresses a strong emotional reaction to someone's attractiveness and is meant to make them feel irresistible.

"Sayang imong kalamang ug di ka malamang," or "It would be a waste if I do not get to taste you and you will not enjoy it," is a strong and thought-provoking statement that highlights the mutual pleasure of a private meeting while conveying a sense of urgency and necessity. "Wanna go for a ride?" or "Rides ta?" is a non-aggressive approach to building rapport by suggesting a shared activity that can serve as an icebreaker and lead to more discussion and connection. These well-considered expressions aim to create and nurture new relationships outside of committed relationships. People stress praises, emotional appeals, and informal invites as ways to build rapport and excite desire; these tactics provide the basis for interactions outside of the workplace.

Table 11. Expressions when initiating Extramarital or Outside Relationships

Expression	Description	Word formation process	Definition/literal translation	Connotation/Contextual meaning
How are you?	A way of initiating a conversation	Borrowing	How are you?	Starting a conversation with a person
Ka-gwapa sa imohang ngalan, baby oy	Reflecting admiration in the choice of a name	Word coinage Affixation	You have a pretty name, baby	Building rapport with the new person
Bagay kaayo sa imohang ka-gwapa sad	Complimenting a beautiful face	Affixation	Your name suits your beauty	Building rapport with the new person
Sus no, ka-swerte nalang gyud sa maka-uyab sa imoha. Naa na nimo tanan.	Expressing admiration	Affixation	Lucky the man who will become your boyfriend. You have everything	Emotional appeal to create a sense of desire and wanting
Makagigil imong ka-gwapa	Cuteness aggression	Word coinage Affixation	I'm filled with cuteness aggression because of your beauty	Emotional appeal to create a sense of desire and wanting
Sayang imong kalamang ug di ka malamang	Expression that is sexually suggestive	Word coinage (connotation from image)	It would be a waste if I don't get to taste you and you won't enjoy it	Emotional appeal to create a sense of desire and wanting
Rides ta?	From the word "ride"; meaning going on a road trip	Word coinage (connotation from image)	Wanna go for a ride	Building rapport with the new person

Table 11 enumerates terms that are used to preserve relationships outside of marriage, with a focus on the playful, compassionate, and sometimes contentious language that fosters intimacy

and upholds emotional bonds. These expressions demonstrate the deliberate use of language to uphold these connections. "You're so yummy," or "Lami-a gyud nimo oy," is a fun or loving statement that expresses great attraction and admiration, making the recipient feel desired and valued. The phrase "Lamian ka?" means "Did you have a pleasurable time?" It is used to find out how satisfied the other person is, especially after a sexual experience, and it shows that you are paying attention to and caring about their enjoyment.

The question "Why do I feel hot when I think of you?" suggests a deep emotional and physical connection while expressing intense desire and sexual attraction. "Wala kaha ka gikapoy karon adlaw na, kay ganiha paka sige dagan-dagan sa akong hunahuna" translates to "Aren't you tired today, because you keep running on my mind." This endearing and humorous statement highlights the speaker's emotional connection to their partner. "Pagamita ko bi" translates to "Please allow me to use you."

This direct and audacious sex request shows a sincere and intimate level of communication in the relationship. "Just let me love you" expresses the speaker's gentle desire to strengthen their emotional connection and express their want to be loved and cared for. Saying "I won't force you" demonstrates your appreciation for the woman's comfort and consent while also honoring her independence and personal space. "How did your parents make you? Why are you so tasty?" is a playful compliment that expresses sensitivity and humor in order to convey attraction and give the recipient a sense of specialness and individuality. "Gi-unsa kaha ka pagbuhat sa imong parents ay? Nganong lami kaayo ka?" "I'll use you so badly" is a translation of "Gamiton teka'g taman ron."

By expressing a strong desire for a sexual experience through explicit language, this expression deepens the bond between the two people. "It's nice to hug someone on this cold night," or "Katugnaw oy lami mag nay ka-hug," suggests a desire for closeness and physical touch by taking advantage of the cold weather. In summary, these expressions are vital to the maintenance of adulterous or outside relationships because they combine tenderness, humor, and provocative language. They nurture intimacy, desire, and an emotional bond, all of which are essential to the long-term viability of these kinds of partnerships. The complex language used in these scenarios illustrates the breadth and complexity of ongoing extramarital affairs.

Table 12. Expressions when maintaining Extramarital or Outside Relationships

Expression	Description	Word formation process	Definition/literal translation	Connotation/Contextual meaning
Lami-a gyud nimo oy.	Sexually arousing expression	Affixation	You're so yummy.	Playful or affectionate way of expressing attraction
Lamian ka?	Asking about a sexual experience	Affixation	Did you have a pleasurable time?	To ask if the person doing sexual intercourse has a pleasurable time
Ngano kahang manginita ko pag ikaw akong maisip?	Initiating sexual conversation	Affixation	Why do I feel hot when I think of you	Intention to make out

Expression	Description	Word formation process	Definition/literal translation	Connotation/Contextual meaning
Wala kaha ka gikapoy karon adlawano, kay ganiha paka sige dagan-dagan sa akong hunahuna.	Complimenting and showing affection	Affixation Duplication	Aren't you tired today, because you keep running on my mind	Expressing they can't stop thinking about the person
Pagamita ko bi	Sexual initiation	Affixation	Let me use you, please	Asking for sex
Just let me love you	Showing romantic and affectionate feelings	Borrowing	Just let me love you	Affectionate way of establishing connection of love
I won't force you	Allowing freedom of choice	Borrowing	I won't force you	Respecting women's autonomy and boundary
Gi-unsa kaha ka pagbuhat sa imong parents ay? Nganong lami kaayo ka?	Showing physical attraction through sexual language	Word coinage Affixation	How did your parents make you? Why are you so tasty?	Playful or affectionate way of expressing attraction
Gamiton teka'g taman ron	Expression conveying sexual arousal	Affixation	I'll use you so badly	Sex language of desiring to have hard sex
Katugnaw oy lami mag nay ka-hug.	Language making the other person to think about sex	Word coinage	Nice to hug someone in this cold night	Intention to make out

Table 12 enumerates the terms people use to conceal their extramarital or outside relationships, demonstrating the deft use of language to manipulate perceptions and conceal infidelity. By emphasizing how exhausted they are from work, the speaker hopes to make their partner doubt their own suspicions or instincts about adultery. The statement "Love, kapoy naman gyud ko sa trabaho ba, [knowing the nature of my job], wala namay koy time sa ingon ana" is an example of gaslighting in action. "Naa'y urgent/ emergency submissions" is a smoke screen used to explain sudden absences or alterations. It means "There is an urgent submission of paper at work."

These expressions show how adulterous or outside connections are purposefully concealed through language. The purposeful manipulation of language maintains an appearance of normalcy and trust while engaging in unethical behavior. Those who are prone to infidelity are able to handle the complexities of managing two lives and conceal their extramarital affairs by using coded language and persuasive excuses. This word choice highlights the difficulty and

often dishonest nature of maintaining these kinds of relationships, as well as the lengths people will go to in order to conceal their secrets.

Table 13. Expressions when concealing Extramarital or Outside Relationships

Expression	Description	Word Formation Process	Definition/Literal Translation	Connotation/Contextual Meaning
Love, kapoy naman gyud ko sa trabaho ba, [knowing the nature of my job], wala namay koy time sa ingon ana	Showing false comfort to alleviate distress and mistrust	Word coinage Affixation	Love, am I really tired from work, [knowing the nature of my job], I don't have time for that	Gaslighting technique to manipulate their spouse's perceptions and make them doubt their own suspicions or intuition
Naa'y urgent/emergency submissions	Situation to create excuses for delaying commitments	Word coinage Affixation	There is an urgent submission of paper at work	Covering technique for sudden disappearances or changes in plans
Consultation Room	A term used to refer to a sealed, secured place for private/professional consultation (in the teaching field)	Borrowing	Consultation Room	A type of room in a workplace used as a code for location during discreet meetings

Table 13 lists the terms that are used in infidelity, demonstrating the crafty and dishonest language that is employed to maintain and justify extramarital affairs. "Nganong dili nalang siya ikaw?" and "Why can't you just be her?" are expressions used to convey the idea that the other person is more important than the legal spouse. By equating the adulterous partner with the legal spouse and stressing their desirability and unique position in the speaker's life, the speaker aims to emotionally bind and flatter them. The statement "It's just normal to meet new people because of my work" downplays the significance of their adulterous partner's relationship. "Dili man malikayan naa koy makaila tungod sa akong work."

By attributing their relationships to the demands of their employment, the speaker attempts to normalize and justify their infidelity by creating the illusion that it was an inevitable outcome of their workplace rather than a deliberate choice. "Ikaw lang ako-a, wa nay lain pa," which translates as "You're the only one for me," is a deceptive declaration intended to reassure and demonstrate affection. By expressing their unwavering love and commitment to them, the speaker seeks to gain the adulterous partner's loyalties and deter them from looking for other partnerships. These sentences show how language can be purposefully used to negotiate the challenges brought on by adultery. Perpetrators of infidelity are able to manipulate the emotions and thoughts of their extramarital partners by using phrases that are soothing, normalizing, and flattering.

Table 14. Expressions when Engaging in Infidelity

Expression	Description	Word Formation Process	Definition/Literal Translation	Connotation/Contextual Meaning
Nganong dili nalang siya ikaw?	Intending to increase affection and liking	Affixation	Why can't you just be her?	Giving illusion that the other person is better than the legal one
Dili man malikayan naa koy makaila tungod sa akong work	Validating the fact of having new encounters as part of professional life	Word Coinage Affixation	It's just normal to meet new people because of the nature of my work	Downplaying the nature of their relationship with the other person
Ikaw lang ako-a, wa nay lain pa.	Expressing false loyalty and faithfulness	Affixation	You're the only one for me	Reassurance and affection to manipulate faithfulness

Expressions used for name replacement are shown in Table 14, which exposes a coded language used to hide the identities and activities of people in extramarital or outside relationships. The term "Chika" is a notion that is used to discuss women in general, referring to any individual who is feminine. Like "Batman," "Betmen" is a coded reference to a particular lady who is frequently the object of love or sexual attention. The terms "Beer" and "Potential" are interchangeable with "lady" and "woman," suggesting that they denote a female individual who fulfills specific requirements or standards, possibly designating someone who is appropriate for a romantic or sexual relationship. The terms "Vulcanizing Shop," "Consultation Room," "Simbahan" (Church), and "For Repair" all stand in for many places, including hotels. These phrases are used to cover up the actual nature of the places and activities that are involved. "Bulkit" stands in for "vulcate," signifying sex or sex, while "Bonus Round" and "Jackpot Round" denote the frequency of sex, implying a lighthearted or competitive aspect to the interactions.

Table 15. Expressions for Name Substitution

Expression	Description	Word Formation Process	Definition/Literal Translation	Connotation/Contextual Meaning
Chika	A Visayan term referring to a woman who is a new prospect of an extra relationship	Word Coinage	Concept to talk about	A lady/ woman
Betmen	Used to refer to a hero named "Batman"	Slang	Batman	Targeted lady/ woman

Expression	Description	Word Formation Process	Definition/Literal Translation	Connotation/ Contextual Meaning
Beer	Used to refer to a new targeted lady/ woman	Borrowing	Beer	A lady/ woman
Potential	An English term used to describe a new lady/ woman	Borrowing	Potential	A lady/ woman who surely meets the qualification
Simbahan	Refer to a religious place	Borrowing	Church	The house where a lady/ woman is brought to
Vulcanizing Shop	A place for car repair, maintenance, and inspection	Borrowing	Vulcanizing Shop	An inn, a hotel or a motel
Consultation Room	A term used to refer to a sealed, secured place for private/ professional consultation (in the teaching field)	Borrowing	Consultation Room	An inn, a hotel or a motel
For Repair	An expression used to refer to something that needs to be fixed	Borrowing	For Repair	A context where a man has to relieve himself from his sexual urges
Performance Task	Used to refer to one's performance	Borrowing	Performance Task	Sexual Activity
Bulkit	A Visayan term used to refer to putting air in on a deflated wheel	Affixation	Vulcate	Sexual Activity
Bonus Round	Term used to refer to an extra round	Borrowing	Bonus Round	Sexual Activity
Jackpot Round	Used to refer to an extra/ special round	Borrowing	Jackpot Round	Number of times the sexual activity is consumed
Driver	A person controlling a vehicle	Borrowing	Driver	A person who carries the whole

Expression	Description	Word Formation Process	Definition/Literal Translation	Connotation/Contextual Meaning
				sexual intercourse
Big Bun	Term used to refer to a large size of bread	Borrowing	Big Bun	A chubby vagina

The terms listed in Table 15 are euphemisms for private meetings, particularly while engaging in extramarital sex. "Finish Paperworks" is a code word for having sex; it suggests that the two are wrapping up a task or obligation. This word suggests that the conference is covert and confidential, which obscures its true purpose. In a similar vein, "school works" supplants having sex by masking the meeting's objective with an expression associated with education or intellectual endeavors. By employing this euphemism, people can discuss their activities without disclosing their goals, lending discretion and secrecy to the dialogue.

Table 15. Expressions for Discreet Meetings

Expression	Description	Word Formation Process	Definition/Literal Translation	Connotation/Contextual Meaning
Finish Paperworks	Situation in a workplace that have to be accomplished	Borrowing	Finish Paperworks	Have a good sex
School works	Documents needed to be submitted in school	Borrowing	School works	Having sex
Vulcanizing Shop	A place for car repair, maintenance, and inspection	Borrowing	Vulcanizing Shop	Discreet location for sex
For Repair	An expression used to refer to something that needs to be fixed	Borrowing	For Repair	A context where a man has to relieve himself from his sexual urges

Table 16 lists phrases that are used in social groupings as euphemisms for sexual behavior. "Ang galing mag-perform" refers to "Excellent performance" and is typically used to compliment someone's sexual prowess. This euphemism implies a high level of competence or proficiency in the context of sexual performance and expresses appreciation or happiness for the person's abilities. Another term for praising someone's amorous performance is "Kuhang-kuha niya yung rubrics". "Rubrics" refers to performance standards or criteria, suggesting that the individual has either met or exceeded expectations during the sex. Its meaning is "Hit all the rubrics." Just fitting the jar" or "Pasok sa banga" describes an excellent sexual performance that either meets or exceeds expectations. The image of something neatly fitting into a jar conveys the sense of a satisfying and easy sexual experience. These quotes demonstrate how social circles

use slang to discuss and praise sexual behavior in private. When discussing private matters, people can be secretive and funny at the same time if they utilize euphemisms that convey admiration and satisfaction.

Table 16. Expressions within Social Circles

Expression	Description	Word Formation Process	Definition/Literal Translation	Connotation/Contextual Meaning
Ang galing mag-perform	Used to express an excellent performance	Borrowing [Tagalog] Affixation	Excellent performance	Sex Performance
Kuhang-kuha niya yung rubrics	Expression used to refer to a performance perfectly addressing rubrics (in teaching field)	Borrowing [Tagalog] Word Coinage	Hit all the rubrics	Sex Performance
Pasok sa banga	Tagalog expression to refer to a perfect situation	Borrowing [Tagalog]	Just fitting the jar	Excellent sex performance

D. Conclusion

In pursuit of the study, this qualitative case study revealed that philanderers indeed employ linguistic patterns and language of expression in initiating and dealing with extramarital and outside relationships, such as Intimate and Seductive Language, Adaptive Language, Creative Language and Expression, Emotionally Appealing Language, Respectful and Polite Language. The participants also apply strategic approaches in maintaining and concealing relationships through romantic gestures, playful and flirtatious language, maintaining respect and boundaries, constant communication, selective privacy disclosure, and code names and vocabulary. While the participants have considered these strategies effective on their part, they also experience challenges in their linguistic etiquette due to their partners' emotional vulnerability, ability to maintain energy in multiple relationships, and appropriate language use and choice. Furthermore, when dealing with conflict in multiple relationships, the participants employ emotional manipulation and conflict-avoidant attitude.

The study has several limitations that should be acknowledged. First, the sensitive nature of the topic limited the sample size to individuals willing to openly discuss their experiences with infidelity, which may not fully capture the linguistic strategies employed by philanderers across diverse cultural and social contexts. Additionally, the reliance on self-reported data introduces the possibility of social desirability bias, as participants might have provided responses that aligned with perceived societal expectations or understated the true nature of their behavior. Another constraint of the study is its focus on verbal and written communication, which excludes non-verbal cues and other forms of interaction that may also play a critical role in managing infidelity.

Ethical considerations further restricted the scope of data collection, as access to private communications or real-time observations was deemed intrusive and inappropriate. While necessary to maintain research integrity, this limitation may have hindered a more comprehensive exploration of linguistic patterns. Moreover, the study's findings are contextually and culturally specific, reflecting participants' experiences within particular sociolinguistic settings, and may not be directly generalizable to other populations. The study also primarily examines the linguistic strategies of philanderers without delving into the broader psychological or sociological factors that influence their behavior, which limits the depth of analysis. The exclusion of perspectives from other individuals involved in the dynamics of infidelity, such as partners or third parties, further narrows the scope of the study, leaving a gap in understanding the full range of communicative practices within these relationships. Additionally, the interpretation of data is subject to potential observer bias, as the researcher's own preconceptions about infidelity may have influenced the framing and analysis of results. Finally, the study's temporal limitations must be considered as linguistic strategies and communication methods evolve, particularly with advancements in technology and communication platforms, which may affect the relevance of the findings in future contexts.

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