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Ang Malolo: An Analysis of an Ilonggo Concept

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Abstract

This paper examines the different perspectives that have been used to define the meaning of Ilonggo concept *malolo*. It argues that the concept *malolo* derives not only its linguistic characteristics but it is also manifested through observable behaviors of Ilonggos. It reviews the meaning of the concept across history by inspecting some pieces of Ilonggo literature of the 20th century. This paper also examines the meaning of the term as it is understood by today's speakers themselves. It describes the use of the term *malolo* as a stereotype for Ilonggos by both Hiligaynon and non-Hiligaynon speakers. It observes that the concept has different uses and meanings across generations; as well, the understanding of the concept differs from rural and urban areas