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A comparative analysis of semantics and syntax in Philippine online news outlets

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Abstract - This study examines the impact and influence of semantics and syntax on Philippine online news headlines. From 2010 to 2025, findings show that news outlets increasingly adopted diverse headline styles to appeal to specific audiences, reflecting shifts in cultural, social, and political contexts. ABS-CBN emphasized cultural identity and national unity, while The Philippine Star frequently used irony to highlight societal issues. The Philippine Daily Inquirer catered to a more informed readership through complex language, whereas the Manila Bulletin prioritized clarity and simplicity for broader accessibility. Across platforms, dominant syntactic features included brevity, concise sentence structures, and the use of active voice to ensure immediacy and impact. Semantically, headlines commonly employed rhetorical devices, emotional appeal, and culturally relevant terms to enhance reader engagement. Overall, Philippine online headlines evolved significantly during the 15-year period, adapting linguistic choices to audience preferences and societal changes while retaining their core function of providing clear, compelling information.

Keywords: Philippine online headlines, rhetorical devices, emotional appeal, cultural relevance, media language, audience engagement, news discourse, headline evolution

1. Introduction

In a world that is becoming more and more information-rich, headlines are the main way that people interact with content, whether it be in traditional media, online, or scholarly settings. Rather than being merely titles, these short textual elements are effective instruments intended to draw in readers, provide important information, and affect people's perception. Their strategic approach is essential since it frequently determines whether a piece of content is read, shared, or ignored completely. Taiwo (2007) characterizes news headlines as "to initiate, sustain, and shape dialogue on the views of readers." Consequently, the language used in headlines is considered a distinct form of language that can be analyzed from a linguistic perspective. News headlines serve both educational and emotional purposes. They possess the capacity to educate and influence readers. Journalists craft headlines to either inform or entertain.

As noted by Ludwig (2005), the best headlines effectively convey and promote news items or stories. They provide readers with a wide array of global current events and influence their behaviors or responses to those news items. They function as knowledge navigators (Shostak & Gillespie, 2014) and relevance optimizers (Dor, 2003). They offer readers a wealth of global news. For Ungerer (2000), headlines describe concisely the news story, quickly and accurately inform the readers, and intentionally stimulate their curiosity (Antonio et.al). Additionally, Tabula and Agbayani (2015) found that Filipino writers often use the Subject-Verb-Object (S-V-O) structure and the word 'and' in Philippine headlines. This differs from the Subject-Verb-Complement (S-V-C) pattern more common in American headlines, highlighting cultural and linguistic effects. Furthermore, Hernandez (2017) studied the syntactic characteristics of Philippine English headlines in online news by comparing them with Tagalog headlines. This work improves our understanding of how English is adapted and used in Philippine media.



While existing research has explored various facets of newspaper headlines, most studies have examined either syntactic structures or semantic strategies in isolation, often within specific contexts such as university publications (Gamboa & Cayabyab, 2023) or entertainment news (Rubio, 2025). Some works emphasized structural tendencies such as Subject-Verb-Object patterns and clausal or phrasal headlines (Gamboa & Cayabyab, 2023), while others highlighted semantic mechanisms like presupposition and entailment (Ismail, 2016) or the use of modality to convey urgency in COVID-19 coverage (Kabigting, 2020). Cross-cultural investigations further revealed how headlines reflect cultural orientations, with Philippine headlines often emphasizing harmony and collectivism, while American ones stress accountability and justice (Rubio, 2025). Although these studies provide valuable insights, they tend to treat syntax and semantics separately or focus on limited contexts. A comprehensive analysis that comparatively examines the interplay between both semantic and syntactic features across different Philippine online news outlets remains a gap. By investigating the variations and commonalities in their approaches, this study seeks to understand how these linguistic choices impact clarity, reader engagement, and the overall communication effectiveness in the digital news landscape.

English syntax refers to the arrangement of words in a sentence to create a clear and meaningful structure. It provides the rules that help us form sentences that are understandable and grammatically correct. These rules include maintaining the Subject-Verb-Object order, ensuring subject-verb agreement, placing modifiers like adjectives and adverbs in the right position, forming questions with auxiliary verbs, and expressing negation using not or auxiliaries. Through syntax, words are organized in a way that allows us to express complete thoughts, ideas, or questions. Word order is essential in English syntax because it indicates grammatical relations among words. When order is violated, interpretation becomes ambiguous or impossible (Radford, 2004).

In linguistics, semantics is the study of meaning in language. It explores how words, phrases, sentences, and even larger texts convey meaning. Semantics is concerned with the relationship between linguistic expressions and the real world, as well as the concepts and ideas they represent. It's a core component of understanding how humans communicate and interpret language.

Today, the precise wording of headlines is crucial because even small semantic choices can greatly affect how readers understand the news, potentially spreading misinformation and influencing public opinion (Vosoughi et al., 2018).

News headlines are a critical component of journalistic writing as they serve to capture readers' attention, summarize key points of the story, and guide interpretation of news content. At the global level, headlines are designed to be brief, impactful, and engaging, reflecting both stylistic and cultural norms across different media systems. For instance, Western media typically employ short, direct, and action-oriented structures to ensure clarity and immediacy (Katorri & Gjinali, 2014).

In the Asian context, headlines likewise prioritize brevity but often reflect distinct cultural and linguistic traditions. Writers may favor polite or indirect expressions, and sentence structures may diverge significantly from Western styles, underscoring the influence of culture on both the semantics and syntax of headlines (Zhu, 2025).

Within the Philippine context, the semantics and syntax of online news headlines are significantly shaped by the nation's multilingual environment and cultural values. The interaction of English and Filipino influences lexical choice and syntactic construction, often reflecting collectivist orientations and the promotion of social harmony. Philippine online news outlets integrate global journalistic conventions of brevity and impact with localized semantic elements that resonate with Filipino readers. For instance, the headline "'Bayanihan' spirit lives on as community rallies to aid fire victims" demonstrates this convergence by embedding the Filipino term *Bayanihan* (community spirit) within an English sentence to evoke cultural identity. Syntactic tendencies also reveal influence from spoken Filipino, such as the use of verb-initial structures to foreground action. These patterns highlight the necessity of examining both syntax and semantics in Philippine online headlines, particularly in understanding how news outlets negotiate linguistic and cultural nuances to effectively communicate with diverse audiences (Cabaysa, 2019; Syntactic Patterns..., 2018).

Furthermore, Philippine headlines are uniquely shaped by several key factors: First, the country's multilingual environment, mainly English and Filipino as official languages. News companies have to be careful that headlines in both languages mean the same thing and fit the culture. Second, Filipino culture likes being indirect and emotional. Headlines might use softer words, comparisons, or strong feelings to connect with readers. Finally, the political polarization or the news in the Philippines can be divided politically. Different news companies might change headlines to support their own political side.

In "A Critical Discourse Analysis of Headlines in Online News Portals," Glorilyn M. Montejo examined headlines from five major Philippine online news sources. The study identified that journalists

use evaluative language, emotional tricks, and name-dropping to grab attention and push certain ideas, which can show hidden biases in their reporting. Furthermore, Manuel Jr.'s study "Sentiment Polarity Identification in Banner Headlines of Broadsheets in the Philippines" is one particular example. In his study, he used AI and machine learning to analyze the sentiment (positive, neutral, or negative) in banner headlines from six major Philippine newspapers. According to the study, the headlines tended to reflect editorial policies and had a negative tone. The importance of sentiment and framing in Philippine media is highlighted, and it is suggested that adding more positive headlines may draw in more readers

Research Questions: (1) In what ways do semantics and syntax influence the construction of Philippine online news headlines from 2010 to 2025? (2) What dominant syntactic and semantic features appear in these headlines, and how do they influence clarity, reader engagement, and communication effectiveness?

2. Method

This study employs a mixed-methods approach to analyze the semantics and syntax of news headlines. The methodology includes corpus construction, data collection, and semantic and syntactic analyses.

2.1 Corpus Compilation

A corpus of news headlines will be compiled from five major Philippine news outlets, namely *Philippine Star*, *Manila Bulletin*, *Philippine Daily Inquirer*, *ABS-CBN News*, and *The Manila Times*. These outlets were selected for their wide readership, credibility, and representation of diverse perspectives and target audiences within the Philippine media landscape. Headlines will be collected over a defined period (2010 to 2025) to capture a representative sample of contemporary news reporting. The corpus will be carefully curated to ensure a balance of news categories (politics, business, entertainment, sports) and geographical coverage within the Philippines.

2.2 Ethical Considerations

To ensure responsible data handling, this study observes strict ethical standards. Only publicly available news headlines will be collected, in compliance with the terms of service and data usage policies of each news outlet. The data will be used solely for academic research purposes and will not be redistributed or applied for commercial gain. Since the analysis is limited to the syntactic and semantic characteristics of headlines, no personally identifiable information will be gathered, stored, or analyzed. This safeguards individual privacy and upholds ethical integrity in the conduct of research.

2.3 Data Analysis

In this analysis, researchers adopted a combined syntactic and semantic approach, drawing from Alireza and Samuel's (2012) systematic contrastive textual analysis to examine headlines. The analysis proceeded in two stages: syntactic analysis and semantic analysis.

In Syntactic Analysis, the researchers were guided by Modality Analysis (Quirk et al., 1985) with the following steps: (1) Classification: Headlines are categorized as verbal/nonverbal. (2) Further Categorization: Verbal headlines are divided into finite/non-finite and by modification patterns. (3) Quantitative Analysis: Measures frequency of each category. (4) Qualitative Analysis: Identifies stylistic effects of modality types.

In Semantic Analysis, researchers employed two key methods: *Presupposition Analysis* (Karttunen, 1983), which uncovers hidden assumptions in headlines by identifying triggers, categorizing the assumptions, quantifying their frequency, and interpreting their influence on understanding. Complementing this is *Rhetorical Device Analysis* (Butardo, 2006), which examines persuasive techniques in headlines by classifying rhetorical devices, grouping headlines accordingly, measuring the frequency of each device, and assessing their effectiveness in engaging readers.

3. Results and Discussion

3.1 Results

The findings show that Philippine online news headlines use both semantic and syntactic choices that reflect the country's multilingual and cultural background. Semantically, many headlines use emotional or evaluative words to grab attention, similar to what Montejo found when he noted that journalists often rely on emotional cues and name-dropping to influence readers. Headlines also highlight themes related to community, harmony, and collective action, which match the observations of Zhu (2025), who explained that Asian headlines tend to reflect politeness and cultural values. These patterns suggest that meaning in Philippine headlines is shaped not only by the information they present but also by the cultural identity they represent.



Syntactically, the results reveal that Philippine headlines tend to follow familiar structures like Subject-Verb-Object, but they also show the influence of Filipino sentence styles, such as the use of verb-initial phrases to emphasize action. This supports the findings of Gamboa and Cayabyab (2023), who noted the presence of SVO patterns along with culturally influenced variations in Filipino publications. The mix of English and Filipino structures helps make headlines sound natural and relatable to local readers. Taken together, the semantic and syntactic patterns show how Philippine news writing blends global journalistic practices with local language features, creating headlines that communicate clearly while still carrying a distinctly Filipino voice.

3.2 Results Data analysis and results

Headline	Syntactic Classification	Finiteness	Modification Patterns	Semantic Analysis	Rhetorical Device	Persuasive Technique
Filipinos sweep 2017 Asean film fest awards (May 9, 2017)	Verbal	Finite	Subject + verb + object	Presupposition: There was a 2017 Asean film festival; Filipinos participated in it. - Triggers: "Sweep" implies a dominant victory.	Hyperbole	Creates excitement and national pride
Jessy Mendiola version 2.0 – mature, confident and at peace (July 10, 2024)	Verbal	Non-finite	Subject + adjective list	- Presupposition: Jessy Mendiola is a known person; she has undergone a transformation. - Triggers: "Version 2.0" implies an upgrade or change.	Metaphor	Intrigue, suggesting a positive transformation
'I am Bubble Gang' celebrates 20 years of Filipino life (November 26, 2015)	Verbal	Finite	Subject + verb + object	- Presupposition: "Bubble Gang" is a known entity (TV show); it has been around for 20 years. - Triggers: "celebrates" implies a milestone.	Personification	Appeals to nostalgia and cultural pride
DonBelle grows up on- and off-screen (May 28, 2021)	Verbal	Finite	Subject + verb + adverbial phrases	Presupposition: DonBelle is a known person or entity; DonBelle has a public presence ("on-screen"). - Triggers: "grows up" implies a coming-of-age or maturation; "on- and off-	Synecdoche	Appeals to audiences interested in the personal development of public figures

				screen" suggests both public and private aspects.		
Yassi Pressman on being a good role model (November 15, 2022)	Verbal	Non-Finite	Subject + prepositional phrase + gerund phrase	- Presupposition: Yassi Pressman is a known person, and the concept of a "good role model" is established. - Triggers: "on being" suggests a perspective or discussion about a particular state or quality.	Ethos	Appeals to audiences interested in celebrity opinions and positive role models

Covering the years from 2010 to 2025, The Manila Times headlines show different sentence structures, all mainly using verbs to describe actions or situations. Semantically, authors count on readers already knowing something about the topics and use certain words to grab attention. Rhetorical devices such as hyperbole, metaphor, personification, synecdoche, and ethos are also used to make the headlines more persuasive and create an emotional impact. Across these years, the headlines effectively mix structure, meaning, and persuasive language to quickly capture attention and share information.

Headline	Syntactic Classification	Finiteness	Modification Patterns	Semantic Analysis	Rhetorical Device	Persuasive Technique
Shuvee Estrata: I'm living the dream now (October 5, 2025)	Verbal	Finite	Subject + Verb	Presupposition: Shuvee Estrata is currently experiencing a fulfilling life. Trigger: "Living the dream" implies a state of happiness and achievement.	Hyperbole	Generates enthusiasm and inspires viewers.
A night out with 100 bachelors (September 10, 2010)	Verbal	Finite	Subject + Prepositional	Presupposition: An event occurred involving one person and 100 unmarried men. Trigger: "Night out" suggest social event	Understatement	Piques curiosity by hitting at an interesting or exciting event.
Aldub is most searched term in Google Philippines for 2015 (December 16, 2015)	Verbal	finite	Subject + adjective	Presupposition: "Aldub" gained significant popularity in the Philippines. Trigger: "Most searched" implies widespread interest.	Hyperbole	Connects with audiences through widespread popularity and culture.



Keeping the theater industry alive (January 9, 2020)	Verbal	Non-finite	Gerund Phrase + Semantic	Presupposition: The theater industry was in a state needing preservation. Trigger: "Keeping alive" implies effort against decline.	Metaphor	Evokes sentiment and emphasizes the importance of culture.
Life on Lockdown (LOL!!!) (May 22, 2020)	Verbal	Non-finite	Subject + prepositional	Presupposition: Life was affected by a lockdown. Trigger: "Lockdown" implies restrictions and confinement.	Irony	Relates to the audience through shared experiences and humor.

Analyzing Philippine Star's headlines from 2010 to 2025 reveals strategic linguistic choices for audience engagement. Early headlines (2010-2015) emphasize entertainment using understatement and hyperbole. Later headlines (2020-2025) shift to societal experiences, employing irony. Overall, Philippine Star uses varied syntactic structures, semantic triggers, and rhetorical devices to capture attention and shape perceptions within the Philippine media landscape.

Headline	Syntactic Classification	Finiteness	Modification Patterns	Semantic Analysis	Rhetorical Device	Persuasive Technique
Daniel Padilla reacts to being dubbed as the 'Justin Bieber of the Philippines' (April 16, 2013)	Verbal	Finite	Subject-verb + appositive phrase	Presupposition: Daniel Padilla is a known celebrity. There is a comparison being made to Justin Bieber. Triggers: "Dubbed" implies a public comparison.	Comparison	Generates interest through association with a well-known figure.
Celebrity Fashion: Star Magic celebrities add Hollywood glamor to the Star Magic Ball with their vintage-inspired gowns (September 11, 2010)	Verbal	Finite	Subject-verb-object + multiple modifiers	Presupposition: The Star Magic Ball is a known event. "Hollywood glamor" and "vintage-inspired gowns" are desirable qualities. Triggers: "Hollywood glamor" evokes a sense of luxury and sophistication.	Imagery	Appeals to aspiration and creates a sense of excitement about celebrity fashion.
"ABS CBN Ball 2025: Brighter Together" celebrates power of Filipino storytelling	Verbal	Finite	Subject-verb-object + thematic title	Presupposition: ABS-CBN Ball is a known event. "Brighter Together" is a theme that implies unity. Triggers:	Symbolism	Appeals to community and cultural identity.

(March 27, 2025)				"Power of Filipino storytelling" evokes cultural pride.		
Ian Verenacion has a witty reaction to headline about his 'death' (August 14, 2018)	Verbal	Finite	Subject-verb + adjective + prepositional phrase	Presupposition: Ian Veneracion is a known celebrity. There was a false report about his death. Triggers: "Witty reaction" creates curiosity about his response	Irony - Persuasive	Grabs attention through a surprising and humorous situation.
Gerald Anderson admits to have dated Bea Alonzo (November 25, 2010)	Verbal	Finite	Subject-verb + infinitive phrase	Gerald Anderson and Bea Alonzo are known celebrities. They had a romantic relationship. Triggers: "Admits" implies a revelation of previously unknown information.	Revelation - Persuasive	Generates interest through celebrity relationship gossip.

Analyzing ABS-CBN's headlines from 2010 to 2025, a shift emerges from celebrity-focused glamour and fashion towards interactive content and, ultimately, themes of unity and Filipino storytelling; the headlines employ varied sentence structures, primarily using verbs to describe actions, relying on assumed reader knowledge and attention-grabbing words. Rhetorical devices enhance persuasiveness and emotional impact, effectively blending structure, meaning, and language to quickly capture attention and convey information.

Headline	Syntactic Classification	Finiteness	Modification Patterns	Semantic Analysis	Rhetorical Device	Persuasive Technique
MOVIEGOER: Donny sets a good example October 9, 2025	Verbal	Finite	Subject-verb-object	Presupposition: Donny Pangilinan is a public figure whose behavior can be evaluated by others. Triggers: The verb sets presupposes that there exists a standard or behavior to follow or emulate.	Ethos	Appeals to moral credibility, portrays Donny as a positive role model, enhancing his public image.
Ricci Rivero speaks up on breakup with Andrea	Verbal	Finite	Subject-verb + prepositional phrase	Presupposition: Ricci Rivero and Andrea Brillantes had a relationship	Pathos	Appeals to readers' emotions and curiosity, highlights



Brillantes June 26, 2023				that ended. Triggers: The phrase speaks up on implies there was prior silence or speculation about the matter.		vulnerability and personal truth, encouraging empathy.
Coco Martin's latest post with baby bottle in the background sparks rumored child with Julia Montes anew December 25, 2020	Verbal	Finite	Subject-verb-object + prepositional and adverbial modifiers	Presupposition: There were previous rumors about Coco Martin and Julia Montes having a child. Triggers: The word anew presupposes that the same rumor existed before and is resurfacing.	Innuendo	Appeals to intrigue and gossip, suggests hidden meaning without direct confirmation, inviting speculation.
Maymay Entrata: New Concert Princess February 28, 2018	Nominal	Non-finite	Subject + Appositive Noun Phrase	Presupposition: Maymay Entrata is already known to the public, and there is a title called "Concert Princess". The word "new" suggests that someone else had this title before her. Triggers: The colon :) shows that the two parts are equal in meaning (Maymay Entrata = New Concert Princess). The word "new" triggers the idea of change or replacement.	Epithet	It praises and promotes Maymay by giving her a royal title, appealing to people's admiration and making her look special and important.
Edu Manzano still hot at 58 July 29, 2015	Verbal	Non-finite	Subject-predicate + adjective + prepositional phrase	Presupposition: Edu Manzano has been considered attractive before; this trait continues. Triggers: The adverb still presupposes persistence or continuity of a	Hyperbole	Exaggerates admiration to create humor and fascination, emphasizing charisma and timeless appeal.

				quality over time.		
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The Manila Bulletin headlines mostly use simple verbal and finite structures to show clear actions, while some are nominal to describe a person’s role or title. The patterns are short but meaningful, often using subjects, verbs, and short phrases to give complete ideas. They also depend on the readers’ awareness of popular figures or events, with words like "still," "new," and "anew" showing change or continuation. The use of rhetorical devices such as ethos, pathos, innuendo, epithet, and hyperbole makes the headlines more interesting by adding emotion, curiosity, and admiration, keeping readers engaged with the stories.

Headline	Syntactic Classification	Finiteness	Modification Patterns	Semantic Analysis	Rhetorical Device	Persuasive Technique
Jimuel Pacquiao, partner expecting baby girl October 16, 2025	Verbal	Finite	Compound subject + verb + object complement	Presupposition: Jimuel Pacquiao and his partner are known personalities who are expecting a child. Triggers: The verb expecting suggests that the partner is pregnant and that the gender of the baby is already known.	Euphemism	Uses the polite term expecting instead of pregnant to make the headline sound more pleasant and respectful.
AlDub pair finally meet, but wait ... September 6, 2015	Verbal	Finite	Subject + adverb + verb + conjunction	The AlDub pair are famous and were previously kept apart. Triggers: The word finally implies a long wait; but wait ... suggests something unexpected is coming. Rhetorical	Ellipsis	Creates suspense and curiosity, making readers want to know what happens next.
The Juans after the 'roadblock' March 17, 2020	Nominal	Non-finite	Noun phrase + prepositional phrase	Presupposition: The Juans is a known band that faced a problem or challenge. Triggers: The word after presupposes that a "roadblock" or challenge already happened.	Metaphor	Technique: Uses roadblock metaphorically to describe difficulties, appealing to the readers’ sense of perseverance and comeback.
Fans declare 'National Day of Mourning' as	Verbal	Finite	Subject + verb + object + adverbial phrase	Presupposition: KathNiel refers to a popular love team, and their breakup is a public event.	Hyperbole	Exaggerates fan reaction to emphasize the deep emotional



'KathNiel' officially announces split after 11 years December 1, 2023				Triggers: After 11 years presupposes the long duration of their relationship; declare indicates an emotional reaction from fans.		impact of the breakup.
Sharon feels like a 'perennial' in a time of millennials January 8, 2018	Verbal	Finite	Subject + verb + simile phrase	Presupposition: Sharon is a veteran artist comparing herself to a younger generation. Triggers: The phrase feels like implies comparison or reflection; in a time of millennials emphasizes the generational gap.	Metaphor	Portrays Sharon as a "perennial," symbolizing her lasting beauty and success despite changing times, inspiring respect and admiration.

The Philippine Daily Inquirer headlines mostly use verbal structures to show actions and events, while a few are nominal. Most are finite, expressing complete thoughts. Their modification patterns vary, using adverbs and phrases to add meaning. Semantically, they assume readers already know the people or events mentioned, using trigger words like "expecting" and "after" to suggest background details. Rhetorical devices such as euphemism, ellipsis, metaphor, and hyperbole make the headlines more appealing, while persuasive techniques like curiosity and emotional tone help capture readers' attention.

Philippine news outlets such as The Manila Times, Philippine Star, ABS-CBN, Manila Bulletin, and Philippine Daily Inquirer used different strategies for headline development between 2010 and 2025. The goal of quickly grabbing the audience's attention was shared by all. In terms of syntax, this was accomplished by using short sentences intended to make an impression right away. The use of interesting language and the clever use of rhetorical elements were used semantically to spark readers' interest and promote more interaction with the news content.

Nonetheless, there were differences in the particular approaches taken by each publication. Persuasive rhetorical devices and verb-driven headlines were preferred by the Manila Times. Philippine Star showed how headlines that addressed societal issues with irony had evolved from those that were entertainment-focused and used understatement and hyperbole. ABS-CBN shifted its emphasis from programming about celebrities to stories about Filipino culture and national unity. While Philippine Daily Inquirer used presuppositional language, assuming a certain level of reader familiarity with the topics addressed, Manila Bulletin placed a higher priority on clarity through straightforward verbal and nominal structures.

4. Conclusion

- Impact and influence of semantics and syntax on Philippine online headlines from 2010-2025:
 - Increased headline diversity: News outlets adopted different styles to attract specific audiences.
 - Cultural focus: ABS-CBN highlighted Filipino culture and national unity, resonating with national identity.
 - Irony in societal issues: Philippine Star used irony to discuss societal problems, engaging readers with a unique perspective.

- Inquirer's informed audience: Philippine Daily Inquirer assumed readers were knowledgeable, using more complex language.
- Bulletin's clarity: Manila Bulletin focused on clear, simple language to reach a wider audience.
- Dominant syntactic features in Philippine online headlines:
 - Brevity and impact: Headlines used short, concise sentences for immediate attention.
 - Active voice: Employed active voice to create a sense of immediacy and directness.
- Dominant semantic features in Philippine online news headlines:
 - Rhetorical devices: Techniques like metaphors, similes, and rhetorical questions were used to engage readers.
 - Emotional appeal: Headlines often aimed to evoke emotions, such as hope, concern, or outrage, to drive readership.
 - Cultural relevance: Inclusion of culturally relevant terms and references to resonate with the Filipino audience.
- Overall:
 - Philippine online headlines evolved significantly, adapting to changing audience preferences and societal issues, while maintaining brevity and using engaging language.

Recommendations

Considering the results and limitations of this study, the following are recommended:

- Future research may include a larger corpus of headlines from a broader range of Philippine and regional news outlets, incorporating vernacular or bilingual publications to capture linguistic diversity across languages and regions. This will help determine how local linguistic identities influence syntactic and semantic patterns.
- Researchers are encouraged to expand data sources to include social media posts, multimedia captions, and digital news teasers to examine whether the same syntactic and semantic trends persist across online communication formats.
- Further studies may apply discourse analysis or sentiment analysis to explore how specific rhetorical and semantic choices influence readers' perceptions, credibility judgments, and emotional responses to news content.

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