



Contrastive rhetoric analysis of entertainment headlines in Philippine & American newspapers

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Abstract

This study presents a contrastive rhetoric analysis of entertainment headlines from major Philippine and American newspapers, focusing on the linguistic structures and cultural implications of verbal and nonverbal clauses. Using a qualitative-descriptive-analytic approach, the research examines headlines from the Manila Bulletin, Philippine Daily Inquirer, and The Philippine Star, alongside those from The New York Times, The New York Post, and The Washington Times. The analysis identifies key differences in how Filipino and American media use finite and nonfinite verbal clauses, as well as pre-modified, post-modified, and non-modified nonverbal clauses, to frame events and public figures. Additionally, the study explores presupposition triggers in the headlines, revealing how cultural values shape media discourse in both countries. Filipino headlines often emphasize social harmony, personal narratives, and community engagement, reflecting the collective nature of Filipino society. In contrast, American headlines focus on legal processes, individual accountability, and social justice, mirroring the country's emphasis on individualism and public discourse on issues of race and power dynamics. The findings highlight the significant role of media in reflecting and shaping cultural values, offering insights for scholars, educators, and media practitioners. The study concludes with recommendations for future research, language education, and news writing, emphasizing the need for cultural competence in media to ensure accurate and respectful representation of events and individuals across diverse cultural contexts.

Keywords

Intercultural Rhetoric, Presupposition, Presupposition Triggers, Entertainment Headlines, Pragmatics

Introduction

Entertainment media is a dominant cultural force in contemporary society, shaping how individuals view celebrity culture, moral values, and social norms (Storey, 2018; Hermes, 2019). In both the Philippines and the United States, entertainment content—including film, music, celebrity news, and reality television—has permeated daily life through traditional and digital platforms. Central to this content are headlines, which play a crucial role in capturing attention and framing narratives. As compressed linguistic forms, headlines communicate more than just information—they encapsulate emotion, ideology, and cultural positioning (Berkowitz, 2000). Despite their ubiquity, entertainment headlines remain an understudied genre in critical discourse analysis.

While political and hard news headlines often receive scholarly focus, entertainment headlines—which frequently rely on emotional appeal, sensationalism, and cultural familiarity—are equally impactful. Given the entertainment section's influence on public perception and identity construction, a critical examination of the linguistic forms and rhetorical strategies in entertainment headlines becomes essential.

Recent studies have examined how headlines frame news and influence readers. Bednarek and Caple (2017) explored how headlines interact with images to guide interpretation. Couldry and Hepp (2016) analyzed media discourse as a vehicle for shaping cultural and ideological narratives. Meanwhile, neurological studies by Wlassoff (2017) and Jarrett (2015) demonstrated how gossip-related celebrity content activates brain regions associated with reward, judgment, and moral evaluation—highlighting why such content is engaging and socially powerful.

In the Philippine context, gossip or *tsismis* is not merely a social activity but a deeply rooted cultural practice (Tan, 2016). Pertierra (2020) argues that gossip functions as a mode of community bonding, moral reinforcement, and identity negotiation. Philippine entertainment media reflects this tradition, often featuring dramatic or emotional headlines that engage readers through cultural resonance. By contrast, American entertainment headlines are observed to lean toward issue-driven, informative tones shaped by journalistic standards of objectivity (Meyers, 2013; Besnier, 2009).

Despite these observations, most existing literature either discusses content trends or focuses on audience reception. There is limited research that applies linguistic and rhetorical frameworks to compare how Philippine and American entertainment headlines are structured and what cultural ideologies they implicitly convey.

A clear gap exists in comparative discourse studies that analyze the linguistic structure of entertainment headlines across cultures. While prior research confirms the emotional and cultural importance of celebrity news, few have investigated the grammatical features and presuppositional strategies that frame this content linguistically. Even fewer studies have employed contrastive rhetoric analysis to understand how culture-specific values are encoded through headline construction. This study seeks to fill this gap by systematically analyzing verbal and nonverbal clauses and presupposition triggers in Philippine and American entertainment headlines.

Research Questions and Objectives

This study is guided by the following research questions:

1. What are the structural types of headlines present in Philippine and American entertainment sections in terms of:
 - 1.1 Verbal Clauses
 - 1.2 Nonverbal Clauses
2. What are the presupposition triggers present in the headlines in Philippine and American entertainment sections?
 - 2.1 Lexical Level
 - 2.2 Syntactic Level

The objective of the study is to analyze and compare the rhetorical strategies used in entertainment headlines from Philippine and American newspapers. Specifically, it focuses on how linguistic features such as clause types and presupposition triggers influence reader perception and reflect cultural ideologies. The novelty of this research lies in its use of a dual theoretical framework—Systemic Functional Grammar and Levinson’s Presupposition Theory—to examine an underexplored genre, thereby contributing to the fields of media linguistics and cross-cultural discourse analysis.

Theoretical Framework

This study is anchored on two main theoretical lenses: Systemic Functional Grammar (SFG), particularly the typology of verbal and nonverbal clauses, and Presupposition Theory, as conceptualized by Karttunen and expanded by Levinson (2001). Drawing from Quirk et al. (1985), the classification of verbal clauses—those containing verbs that express tense and modality—and nonverbal clauses—typically noun phrases that omit finite verbs—offers insight into how headlines are constructed for brevity, immediacy, and rhetorical impact. Verbal clauses signal actions or events, while nonverbal clauses often create dramatic or emotional emphasis, both of which are vital in crafting compelling entertainment headlines.

Complementing this is Levinson’s framework on presupposition, which identifies linguistic structures known as presupposition triggers that embed implicit assumptions into discourse. These include lexical items such as factive verbs and iteratives, as well as syntactic structures like cleft sentences and temporal clauses. In the context of entertainment journalism, such triggers guide reader interpretation by suggesting familiarity, continuity, or judgment, often without overtly stating them. Analyzing how these linguistic devices are deployed across Philippine and American headlines allows for a deeper understanding of how language encodes cultural values and audience expectations.

Together, these frameworks support the study’s aim to uncover rhetorical and cultural patterns in entertainment headlines through a contrastive linguistic analysis grounded in form, function, and meaning.

Method

This study employs a qualitative-descriptive-analytic research design, which is well-suited for discourse analysis and intercultural rhetoric analysis. Qualitative research focuses on narrative descriptions and observations, providing rich, detailed data that are often gathered in natural, less controlled settings (Best & Kahn, 2010). This approach allows the researcher to delve deeply into the linguistic and cultural nuances of entertainment headlines from both Philippine and American newspapers.

The descriptive-analytic design is particularly appropriate for this study as it facilitates a detailed description and subsequent analysis of the phenomena under investigation. In this context, the research aims to describe and analyze the rhetorical strategies employed in entertainment headlines across different cultural settings. The data were analyzed through qualitative content analysis, guided by systemic functional grammar for clause identification and Levinson's presupposition framework to classify implicit meanings. Patterns were coded thematically to identify rhetorical and cultural features across both datasets. By using this design, the researcher can systematically collect and analyze data to identify patterns, similarities, and differences in how entertainment news is presented in the Philippines and the United States. This methodology is especially valuable in discourse analysis, where the goal is to uncover the underlying structures and meanings within the text, and in intercultural rhetoric analysis, where the focus is on how cultural contexts influence rhetorical choices.

The study draws on data from three major newspapers in the Philippines—Manila Bulletin, Philippine Daily Inquirer, and The Philippine Star—and three leading newspapers in the United States—The New York Times, The New York Post, and The Washington Times. These publications are widely recognized for their significant influence and readership in their respective countries. From each newspaper, the researcher randomly selected 10 headlines, adhering to specific criteria: (1) The headlines were published between July 1, 2022, and July 10, 2022; (2) The headlines are from the Entertainment, Celebrity, or Pop-Culture sections; and (3) The headlines focus on a celebrity's personal life and/or upcoming projects. This selection process ensures a representative sample of entertainment headlines, allowing for a robust comparative analysis of how different cultures frame and present entertainment news.

Results

Verbal and Non-Verbal Clauses

By examining verbal and nonverbal clauses and presupposition triggers, this study uncovers the distinct ways language is employed to convey information, influence public perception, and reflect societal values in both countries. The findings are categorized into specific linguistic features—finite and nonfinite verbal clauses, pre-modified, post-modified, and non-modified nonverbal clauses—and the use of presupposition triggers. Each category offers a unique perspective on how media outlets construct their

narratives, with particular attention to the cultural implications of these linguistic choices.

Table 2. Verbal and Non-Verbal Clauses in Entertainment Headlines in the Philippines and in the United States

Newspaper	Headline	Clause Type
Philippine Daily Inquirer	Brenda Mage regrets joining PBB, hopes haters forget his mistakes: 'Nagbabago na ako' ('I already changed')	Finite Verbal
	Ivana Alawi admits being 'sugar mommy' in past relationships: 'Akala ko ganon kapag mahal mo' ('I thought it's like that if you love the person')	Pre & Post-modified Nonverbal
Manila Bulletin	Pokwang, Darryl Yap on Ella Cruz's viral 'history is like tsismis' ('gossip') statement	Non-modified Nonverbal
	Harlene Budol accused of cultural misappropriation	Pre-modified Nonverbal
Philippine Star	Kris Aquino shares health updates during Marcos inauguration: Getting COVID-19, chemotherapy	Nonfinite Verbal
	'Fake 'yan!': ('That's fake!') Annabelle Rama says 'gayuma,' ('love potion') 'manghuhula' ('fortune teller') a waste of money	Finite Verbal
New York Post	Court rejects Roy Moore's defamation suit against Sacha Baron Cohen	Finite Verbal
	'Yu-Gi-Oh!' creator Kazuki Takahashi dies at 60	Non-modified Nonverbal
Washington Post	Matthew Modine Isn't Sure is 'Stranger Things' Is Done With Him	Finite Verbal
	Man Who Shot the Rapper Nipsey Hussle is Convicted of Murder	Nonfinite Verbal
New York Times	Khloé Kardashian slammed for old photo as 'pimp' with black women on leashes	Finite Verbal
	Kim Kardashian reveals what plastic surgery she's had – fans claim it's 'lies,' 'gross'	Post-modified Nonverbal

Table 3. Presuppositions and Presupposition Triggers in Entertainment Headlines in the Philippines and in the United States

Headline	Presupposition	Trigger	Classification
Brenda Mage regrets joining PBB, hopes haters forget his mistakes: 'Nagbabago na ako' ('I already changed')	Brenda Mage joined PBB.	"regrets"	Lexical: Implicative verb
Ivana Alawi admits being 'sugar mommy' in past relationships: 'Akala ko ganon kapag mahal mo' ('I thought it's like that if you love the person')	Ivana Alawi was involved in past relationships.	"admits"	Lexical: Factive verb
Pokwang, Darryl Yap on Ella Cruz's viral 'history is like tsismis' ('gossip') statement	Ella Cruz made a viral statement.	"viral"	Lexical: Implicative

Headline	Presupposition	Trigger	Classification
Harlene Budol accused of cultural misappropriation	There is a concept of cultural misappropriation.	"accused of"	Lexical: Implicative
Kris Aquino shares health updates during Marcos inauguration: Getting COVID-19, chemotherapy	Kris Aquino's health was previously unknown.	"shares health updates"	Lexical: Implicative
'Fake 'yan!': ('That's fake!') Annabelle Rama says 'gayuma,' ('love potion') 'manghuhula' ('fortune teller') a waste of money	Gayuma and nanghuhula are believed to be real.	"Fake 'yan!'"	Lexical: Other particles
Court rejects Roy Moore's defamation suit against Sacha Baron Cohen	Ray Moore filed a defamation suit against Sacha Baron Cohen.	"rejects"	Lexical: Implicative verb
'Yu-Gi-Oh!' creator Kazuki Takahashi dies at 60	Kazuki Takahashi was alive before.	"dies"	Lexical: Change-of-state verb
Matthew Modine Isn't Sure is 'Stranger Things' Is Done With Him	"Stranger Things" has been running.	"Is Done With Him"	Lexical: Implicative verb
Man Who Shot the Rapper Nipsey Hussle is Convicted of Murder	Nipsey Hussle was murdered.	"shot"	Lexical: Implicative verb
Khloé Kardashian slammed for old photo as 'pimp' with black women on leashes	There is a negative connotation to the term "pimp".	"slammed"	Lexical: Verb of judging
Kim Kardashian reveals what plastic surgery she's had – fans claim it's 'lies,' 'gross'	Kim Kardashian has undergone plastic surgery.	"reveals"	Lexical: Implicative verb

Discussion

This section presents a detailed exploration of these findings, highlighting both the similarities and differences in the use of language across the selected headlines. Through this analysis, the study aims to deepen our understanding of the interplay between language, culture, and media in shaping public discourse.

Verbal Clauses

Finite Verbal Clauses

Finite verbal clauses are characterized by verbs that indicate tense and agree with the subject, often conveying a definitive action or state. For instance, in the headline from the Philippine Daily Inquirer, "Brenda Mage regrets joining PBB, hopes haters forget his mistakes: 'Nagbabago na ako'," the finite verb "regrets" expresses a clear emotion and a reflective stance on past actions. The clause "hopes haters forget his mistakes" indicates a future-oriented desire for change, underscoring the Filipino media's focus on personal

redemption and public forgiveness, which is culturally significant in the context of public figures striving to amend their public image. (Moncada, Martinez-Villegas, & Perez, 2024).

In contrast, the New York Post headline, "Court rejects Roy Moore's defamation suit against Sacha Baron Cohen," uses the finite verb "rejects" to denote a decisive legal action. This headline reflects the American media's emphasis on legal proceedings and their impact on public figures, highlighting the judicial system's role in resolving high-profile disputes. The finite clause effectively communicates the finality of the court's decision, which is crucial in the context of legal reporting.

Nonfinite Verbal Clauses

Nonfinite verbal clauses, including infinitives, gerunds, and participles, provide additional context or information without specifying a tense. The Philippine Star headline "Kris Aquino shares health updates during Marcos inauguration: Getting COVID-19, chemotherapy" includes the nonfinite clause "Getting COVID-19, chemotherapy," which adds background information about Kris Aquino's health without indicating a specific time frame. This reflects the Filipino media's tendency to highlight personal struggles and health issues in a manner that evokes empathy and personal connection from the audience.

The Washington Post headline "Man Who Shot the Rapper Nipsey Hussle is Convicted of Murder" features the nonfinite clause "Convicted of Murder," summarizing the legal outcome. This approach is typical in American media, where concise reporting on significant legal events is preferred, focusing on the result rather than the details of the legal process (Haimed. 2024).

Non-Verbal Clauses

Pre-Modified Non-Verbal Clauses

Pre-modified nonverbal clauses include descriptive adjectives or adverbs that modify the noun or verb. The Manila Bulletin headline "Harlene Budol accused of cultural misappropriation" features the pre-modified clause "cultural misappropriation," which describes the nature of the accusation. This reflects Filipino media's sensitivity to cultural issues and the importance of addressing cultural appropriation, which is a significant concern in the context of global and local cultural discourse (Moncada, Martinez-Villegas, & Perez, 2024).

Post-Modified Non-Verbal Clauses

Post-modified nonverbal clauses add descriptive detail after the main noun or verb. In the New York Times headline "Kim Kardashian reveals what plastic surgery she's had – fans claim it's 'lies,' 'gross'," the post-modified clause "– fans claim it's 'lies,' 'gross'" provides additional reactions from the public. This reflects the American media's focus on public opinion and controversy, often framing celebrity news around audience reactions and opinions.

Pre & Post-Modified Non-Verbal Clauses

These clauses include both pre-modifiers and post-modifiers, offering detailed descriptions. The Philippine Daily Inquirer headline "Ivana Alawi admits being 'sugar mommy' in past relationships: 'Akala ko ganon kapag mahal mo'" uses the pre & post-modified clause "being 'sugar mommy' in past relationships," which provides detailed context about Ivana Alawi's past. This type of clause reflects the Filipino media's emphasis on personal narratives and the impact of past experiences on public perception.

Presuppositions and Presupposition Triggers

Factive Verbs (Honesty and Transparency):

The use of factive verbs in headlines such as "Brenda Mage regrets joining PBB" and "Ivana Alawi admits being 'sugar mommy'" presupposes the truth of the events described (Kiparsky & Kiparsky, 1971). In both Filipino and American cultures, there is a significant emphasis on the value of honesty and transparency, especially when it comes to public figures. However, there are cultural nuances in how this honesty is perceived. In the Philippines, where collectivist values often emphasize harmony and maintaining face, public admissions of mistakes or controversial actions can be seen as both brave and necessary for redemption. This reflects the importance of transparency as a means of maintaining social harmony and rebuilding trust with the public (Halliday, 2014).

In contrast, in the United States, where individualism is more strongly emphasized, such admissions are often viewed through the lens of personal responsibility and accountability. The public expects celebrities to own up to their actions as a sign of integrity and authenticity, which are highly valued traits in American culture (Langacker, 2008). The cultural similarity lies in the shared value of honesty, but the difference is in the cultural context that frames the interpretation of these admissions—social harmony in the Philippines versus personal accountability in the United States.

Definite Descriptions (Focus on Concrete Events and Individuals):

The use of definite descriptions, as seen in the headline "Pokwang, Darryl Yap on Ella Cruz's viral 'history is like tsismis' statement," presupposes the existence of a specific statement that is already familiar to the audience (Abbott, 2010). This reflects a cultural focus on concrete events and specific individuals. In the Philippines, this tendency is closely linked to the country's deeply entrenched celebrity culture, where public figures' statements and actions are closely followed and often become central to public discourse. This is partly due to the close-knit nature of Filipino society, where the actions of public figures can significantly influence public opinion and social norms (Greenbaum, 1996).

In the United States, definite descriptions also reflect a focus on specific events and individuals, but this is often tied to the broader context of media saturation and the 24-hour news cycle. In American culture, the media's role in shaping public discourse is paramount, and definite descriptions are used to ensure that readers are immediately

oriented to the topic being discussed (Quirk et al., 1985). The cultural implication here is that both cultures value specificity and the concrete nature of events, but the underlying motivations differ—community influence in the Philippines versus media-driven public awareness in the United States.

Change-of-State Verbs (Ephemeral Nature of Life and the Inevitability of Death):

The headline "Yu-Gi-Oh! creator Kazuki Takahashi dies at 60" uses a change-of-state verb to presuppose that Kazuki Takahashi was previously alive (Givón, 1984). This type of presupposition highlights the transient nature of life, a theme that resonates in both Eastern and Western cultures. In Filipino culture, which is heavily influenced by Catholicism, there is a strong focus on the impermanence of life and the inevitability of death. Death is often viewed through a spiritual lens, where it is seen as a transition to an afterlife. This cultural perspective is reflected in how death announcements are often treated with reverence and respect in the media, highlighting the deceased's contributions and legacy (Halliday, 2014).

In contrast, while American culture also recognizes the ephemeral nature of life, the focus is often on the achievements and the impact of the deceased during their lifetime. The announcement of a death, especially of a public figure, is usually accompanied by an assessment of their contributions to society or their field (Dancygier, 1998). The cultural implication here is that both cultures acknowledge the inevitability of death, but the focus differs—spiritual transition in the Philippines versus the legacy and impact in the United States.

Verbs of Judging (Morality and Social Acceptance):

Headlines like "Harlene Budol accused of cultural misappropriation" and "Khloé Kardashian slammed for old photo as 'pimp with black women on leashes'" use verbs of judging, presupposing a moral or social evaluation (Kiparsky & Kiparsky, 1971). These presuppositions reflect cultural norms related to morality and social acceptance. In the Philippines, moral judgments in the media are often influenced by societal values rooted in religion, tradition, and respect for authority. Cultural misappropriation, for instance, is a sensitive issue that touches on respect for cultural heritage and the importance of maintaining cultural integrity. Public figures are expected to adhere to these norms, and deviations are judged harshly by both the media and the public (Greenbaum, 1996).

In the United States, where issues of race, gender, and power dynamics are more prominently discussed, verbs of judging in headlines often reflect ongoing cultural debates about social justice and equality. The media plays a critical role in shaping public opinion on these issues, with moral judgments often tied to broader societal values such as fairness, equality, and respect for diversity (Quirk et al., 1985). The cultural implication is that while both cultures value morality and social acceptance, the specific issues and the intensity of the judgments can differ significantly, reflecting the unique societal challenges and priorities in each country.

Iterative Verbs (Transparency and Public Engagement):

The headline "Kris Aquino shares health updates during Marcos inauguration: Getting COVID-19, chemotherapy" presupposes ongoing engagement with the public about personal health matters (Levinson, 1983). In the Philippines, where Kris Aquino is a well-known public figure, the iterative nature of her health updates reflects the public's strong interest in the personal lives of celebrities. This interest is rooted in the close relationship between media and the public, where transparency is valued not just for its own sake but as a way of maintaining a connection with the audience. In a society where celebrities often play significant roles in shaping public opinion and social norms, continuous updates help maintain this connection and foster a sense of shared experience (Halliday, 2014).

In American culture, while public engagement is also important, there is often a more pronounced emphasis on the individual's right to privacy, especially concerning health matters. However, when public figures choose to share personal information, it is usually framed within a narrative of personal strength, resilience, or advocacy (Givón, 1984). The cultural implication here is that both societies value transparency, but the motivations behind it differ—community connection in the Philippines versus personal narrative and advocacy in the United States.

Temporal Clauses (Sequence of Events and Accountability):

The headline "Court rejects Roy Moore's defamation suit against Sacha Baron Cohen" includes a temporal clause that presupposes a prior event (the filing of the lawsuit) (Langacker, 2008). This presupposition reflects a cultural focus on the sequence of events and the importance of accountability in both legal and social contexts. In the Philippines, the sequence of events in legal and political matters is closely followed by the public, often with a focus on the implications for social justice and governance. The media plays a critical role in informing the public about these events, with a strong emphasis on holding public figures accountable for their actions (Abbott, 2010).

In the United States, the emphasis on the sequence of events is similarly tied to notions of accountability, but there is also a strong focus on the legal process and its outcomes. The cultural implication is that both societies value the sequence of events as a way to ensure justice and accountability, but the framing of these events may differ based on the legal and political systems in each country (Greenbaum, 1996).

Comparison and Contrasts (Social Judgment and Cultural Sensitivity):

The headline "Khloé Kardashian slammed for old photo as 'pimp with black women on leashes'" implicitly compares Khloé Kardashian's actions to those of a pimp, presupposing a negative association (Givón, 1984). This type of presupposition leverages cultural stereotypes and social judgments to shape public perception. In American culture, where issues of race and representation are highly sensitive, such comparisons are powerful tools for highlighting social injustices and challenging public figures who may perpetuate harmful stereotypes. The media often uses these comparisons to initiate

broader conversations about race, gender, and power dynamics, reflecting a cultural focus on social justice and equality (Halliday, 2014).

In the Philippines, while such comparisons may also be used, the focus is often more on maintaining social harmony and respect for authority. Cultural sensitivity is important, but the framing of these issues may be less confrontational, reflecting a cultural preference for avoiding public conflict (Levinson, 1983). The cultural implication is that while both cultures use comparison and contrasts to make social judgments, the underlying cultural values and the approach to these issues can differ significantly—social justice advocacy in the United States versus social harmony and respect in the Philippines.

Absence of Certain Triggers (Cultural Priorities in Reporting):

The absence of certain presupposition triggers, such as counterfactual conditionals, cleft sentences, and non-restrictive relative clauses, in the analyzed headlines highlights cultural priorities in reporting (Kiparsky & Kiparsky, 1971). In both the Philippines and the United States, the focus is often on reporting factual events rather than hypothetical scenarios. This reflects a shared cultural emphasis on providing accurate and relevant information to the public. However, the absence of these triggers also suggests different approaches to storytelling in the media. In American media, where there is a strong focus on sensationalism and capturing the audience's attention, the use of straightforward reporting techniques may be more strategic, aiming to maintain credibility while still engaging the audience (Quirk et al., 1985).

In the Philippines, where media reporting often serves as a tool for social cohesion and community building, the absence of these triggers may reflect a preference for clarity and directness in communication, ensuring that the message is easily understood by the broader audience (Halliday, 2014). The cultural implication is that both cultures prioritize factual reporting, but the reasons behind this priority and the methods used to achieve it may differ.

Cultural Implications

The analysis of presupposition triggers in the headlines reveals significant cultural implications. Both Filipino and American cultures value honesty, transparency, and accountability, but the ways in which these values are expressed and interpreted differ. In the Philippines, there is a strong emphasis on maintaining social harmony, respecting authority, and fostering community connections (Halliday, 2014). This is reflected in the language used in the headlines, which often prioritizes clarity, directness, and a focus on specific events and individuals. The media in the Philippines plays a crucial role in shaping public opinion and maintaining social cohesion, and this is evident in the linguistic choices made in the headlines.

In contrast, American culture places a greater emphasis on individual accountability, social justice, and the legal process (Langacker, 2008). The language used in American headlines often reflects these priorities, with a focus on sensationalism, social judgment,

and the impact of public figures' actions. The media in the United States plays a critical role in shaping public discourse, particularly around issues of race, gender, and power dynamics. The cultural differences in how language is used in the media reveal the distinct societal values that shape public communication in each country.

Despite these differences, there are also notable similarities between the two cultures. Both value factual reporting and the importance of transparency, particularly when it comes to public figures and legal matters (Quirk et al., 1985). However, the underlying motivations and cultural contexts that drive these values can vary, leading to different approaches in how information is presented and interpreted.

Conclusion

This study reveals that the linguistic choices made in entertainment headlines from Philippine and American newspapers are deeply intertwined with each country's cultural values and societal norms. The analysis of verbal and nonverbal clauses, as well as presupposition triggers, highlights the differences in how media from the Philippines and the United States frame events and individuals. Filipino headlines tend to emphasize social harmony, personal narratives, and community engagement, reflecting the collective nature of Filipino society. In contrast, American headlines often focus on legal processes, individual accountability, and social justice, mirroring the country's prioritization of individualism and public discourse on race and power dynamics issues.

Despite these cultural distinctions, both Filipino and American media share common ground in their emphasis on transparency, factual reporting, and the importance of public figures in shaping societal values. The similarities underscore a shared global media landscape where honesty and accountability are crucial, even as the methods of achieving these aims vary across cultural contexts. The study further illustrates how language in media is not merely a tool for communication but a reflection of the deeper cultural underpinnings that guide public perception and societal norms.

Overall, the findings underscore the significant role that media plays in both reflecting and shaping cultural values. By examining the linguistic structures within headlines, this study contributes to a better understanding of how media discourse is crafted in different cultural settings, providing valuable insights for scholars, educators, and media practitioners alike.

However, this study is limited by its relatively small sample size and short time frame, which may not fully capture seasonal variations or the evolving nature of entertainment media discourse. Additionally, it focuses exclusively on print and online headlines from mainstream news outlets, excluding other influential platforms such as social media, tabloids, or regional publications.

Future research may consider expanding the corpus to include a larger and more diverse range of sources over a longer period. Incorporating multimodal analysis—such as images, captions, or video teasers—could also enrich the understanding of how

entertainment content is framed. Moreover, triangulating the findings with audience perception data could offer deeper insights into how readers interpret and respond to these headlines across cultural contexts.

Acknowledgments

The researcher extends his deepest gratitude to his dissertation adviser, Dr. Marilu Rañosa-Madrurnio, for her invaluable guidance, encouragement, and scholarly insights throughout the development of this research, which was undertaken as part of his doctoral coursework. Sincere thanks are also due to the National University, Philippines for the generous funding support that made the presentation of this study at the 2nd International Conference on Applied Linguistics and Language Education, held from 21 to 22 October 2022 at the University of Economics, Ho Chi Minh City (UEH University), Vietnam, possible. Above all, heartfelt appreciation is given to the researcher's mother, Laila B. Quejada, for her unwavering support, love, and inspiration throughout this academic journey.

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Leeroi Christian Q. Rubio holds a Master of Arts in Education major in English and a Bachelor of Secondary Education major in English from Sacred Heart College of Lucena City, where he graduated with Academic Distinction and earned awards in research and teaching. He is currently pursuing his PhD in English Language Studies at the University of Santo Tomas.

He teaches at De La Salle University and the University of Santo Tomas, handling General Education and major courses in English Language Studies, including Language and Media, Translation Studies, Language and Law, and Stylistics. His teaching background also includes roles at St. Anne College, Southern Luzon State University, and National University Manila, where he served as TOEIC Coordinator and Head of the Language Learning Center.

Mr. Rubio's research centers on Forensic and Political Linguistics, with current work on deceptive texts in online political discourse. He has presented at national and international conferences, with topics spanning language attrition, courtroom discourse, political memes, and contrastive rhetoric. He has also contributed to English module development for the Department of Education during the COVID-19 pandemic.

He is a lifetime member of the Linguistic Society of the Philippines and an active member of several national and international language and literature organizations specifically: Philippine Association for Forensic and Legal Linguistics, Literature Educators Association of the Philippines, the National Association of Professional Teachers, and the AsiaTEFL Association, as well as a Student Member of the International Association for World Englishes.