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## **The lines of the head: An analysis of the headlines in a State University newspaper**

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**Abstract.** Headlines are important parts of any news and newspaper. They serve as an overview of the story or article. This study aims to describe and analyze the news headlines of the past 5 issues of the school publication in one of the state universities in Region III, Philippines. Specifically, it focuses on the types of grammatical structures are used in the headline writing; patterns that the headlines observe; semantic categories of the headwords of the headlines; reasons why the headlines framed the way they appear in the newspaper; and implications of the results to future journalism training and campus paper publication. The study is a sequential explanatory type of research that used the Fairclough theory to analyze the previous issues of the newspaper. After which, the results were presented to the two (2) advisers of the newspaper who served as the participants during the interview. It was found out that the last five issues of the student publication of a university in the Philippines commonly used clausal headlines, Subject-Verb Phrase-Direct Object clausal pattern, Headword-Postmodifier phrasal headlines, and proper names for the headwords of the headlines. The participants of the study explained that the patterns were adopted for clarity, comprehensiveness, getting the reader's attention, conciseness, and identification. Therefore, it is recommended that continuous training must be given to the student writers to be able to be abreast of other styles and techniques so that they can present news in a comprehensive, clear, concise, and attractive way.

**Keywords.** headlines, news, campus journalism, newspaper, state university

### **1. Introduction**

Campus journalism serves as the voice of the students inside an educational institution. It is an instrument to report what is happening in an educational institution. Through campus journalism, feedback is given on the good things the institution initiated and the aspects that must be a focus of concern.

School publications are known to be the “microphone” of the students, for the students, and by the students. They serve as reflections on progress and breakthroughs. They act as eye-openers, and agents of refocus on the process, issues, and challenges that concern the whole of studentry. They knock on the administration on the things they believe that the school leaders must attend to. On the other hand, they give commendations to the good works and products of excellence not only to the students but also to the whole school community.

According to DepEd Order 19 s. 2018, the publication of a school newspaper is not mandatory. But this is encouraged particularly at the secondary level in connection with the campus journalism program. DO 60 s. 1987 emphasizes the various advantages of teaching journalism and publishing school newspapers which have become a vital part of the secondary school curriculum. Thus, this is supported by RA 7079 also known as the An Act Providing For The Development and Promotion of Campus Journalism and For Other Purposes which states that campus journalism must protect the freedom of the press and promotes the development and growth of campus journalism as a way of strengthening ethical values, encouraging critical and creative thinking, and developing moral character and personal discipline of the Filipino youth.

In the study of Zamanian & Heydari (2012), campus journalist faces challenges in news writing. Some of the identified challenges were the correct writing of news headlines, the careful use of words with controversial elements, as well observing the grammar and syntax rules on the use of transitions. Such challenges continue to be addressed by sending student writers to training, seminars, and conferences as well as through the mentorship of their school paper advisers.

The study by Hunahunan (2018) revealed that the most identified errors committed by the news writers are on the grammatical level specifically on the proper use of verb tenses. Capitalization and word choices are also errors that occur in news writing. The study identify a 74% overall error-density index of all news articles which is described as “very problematic”. With these findings, the study concluded that some campus journalists are struggling with the correct application of linguistic rules that may affect the content of the news and threaten the effective delivery of campus journalism.

Headlines are one of the parts of any newspaper. Scacco and Mudiman (2015) explained that the headlines are the overview of news stories. They are often short statements found at the beginning of an article in connection with the following information or report. Headlines aim to capsulize the story or present a snapshot of reality. The functions of news headlines can be story summarization, interest generation, immediacy satisfaction, and attention direction.

Scacco and Mudiman (2015) stated that headlines may be written in different forms and kinds. Headlines may appear to be restrained and traditional. Other headlines use creative language. There are those that sensationalize the story or tickle curiosity through unique ways of storytelling. In terms of structure, headlines can be presented in a group of words or in a complete sentence.

Mardiyarine and Ariyanti (2016) found out that newspaper passages are in active voice and put the quotations in direct form. Further, they proved that the newspaper also likes to add clausal post modifiers to describe the noun.

Moreover, Sari (2010) analyzed the discourse analysis on online media “detik.com” using the Fairclough theory. The theory analyzes three dimensions which are text, discourse, and social practice dimension. The results show that the writer uses some figurative language to attract the reader’s attention.

Tabe and Fieze (2018) analyzed public and private newspaper headlines through a discourse analysis approach. Their study found that some rhetorical questions and the vocabulary are kind of imposition, tension, and dialogue. Lexical choice in private newspaper headlines creates a negative picture and pushes readers into a pessimist understanding.

On the other hand, Duanprakhon (2012) investigated the language used in the front page headlines of popular newspapers in Thailand. Like the study of Sari (2010), this study also

used Fairclough's theory. Findings showed that there are some discursive features of language used in the headlining. It also showed that the language utilized in the headlines of the newspapers reflects the negative principles of the journalists as well as creates the image of some negative social identities.

With the cited literature and studies, there is a need to constantly study the patterns used in newspaper headlines. In doing so, journalists can further equip themselves with proper techniques to be able to present news in an objective and effective manner.

This study aims to describe and analyze the news headlines of the past 5 issues of the school publication in one of the state universities in Region III, Philippines.

The study specifically found answers to the following:

1. What types of grammatical structures are used in the headline writings?
2. What patterns do the headlines observe?
3. In what semantic categories do the headwords of the headlines belong?
4. Why are the headlines framed the way they appear in the previous issues of the newspaper?
5. What are the implications of the results of the study to future journalism training and campus paper publication?

## **2. Methods**

This study utilized sequential explanatory. The study used a mixed method type of research using a sequential explanatory design. According to Creswell (2003), sequential-explanatory is described as the collection and analysis of quantitative data followed by a collection and analysis of qualitative data. This is to use qualitative results to assist in explaining and interpreting the findings of a quantitative study. The study made use of quantitative data to identify the types of grammatical structures of the headlines, patterns of the headlines, and semantic categories of the headwords of the headlines. After which, the results were tallied and computed. The results were discussed in the form of interviews to identify the reasons why the headlines were patterned, categorized, and structured as such. The qualitative data were analyzed using thematic content analysis. After which, the answers were coded and formed into themes.

The materials used in the study were the past 5 issues of the school publication of one of the state universities in Region III, Philippines. The newspapers were issued last August 2022- Accreditation Issue, August 2022-Graduation Coverage, and November 2021-Special Issue, November 2019-Mid-January 2020 Issue. For the interview, the researcher interviewed the two (2) advisers of the studied school publication.

The researchers utilized content analysis, interviews, and documentary materials in attaining the objectives of the study.

The study used content analysis following Fairclough Critical Discourse Analysis to identify the types of grammatical structures, patterns, and semantic categories of the headwords of the headlines.

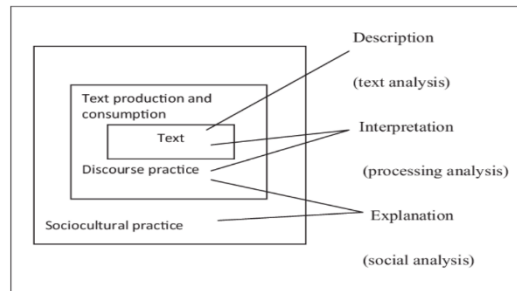


Figure 1. Fairclough's Three-Dimensional Framework for Analysis of Discourse

On the other hand, the researcher used the USAS English web tagger in analyzing the semantic categories of the headwords of the headlines.

The results of the quantitative data were validated by an expert in English to ensure the correctness of the analysis.

For the interview, the researcher conducted an unstructured interview with two (2) school publication advisers of the school publication being studied. The participants were coded A1 and A2 respectively. The qualitative data were thematically analyzed using Clark and Brauns's (2006) Reflexive Thematic Analysis. The findings were coded and formed into themes.

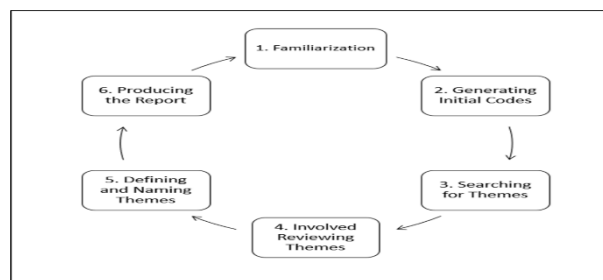


Figure 2. Clark and Braun's (2006) Reflexive Thematic Analysis Model

### 3. Results and discussion

#### 3.1 Types of grammatical structures of the Headlines

Table 1. Frequency and Percentage of the Grammatical Structures Used in the Headlines Grouped per Issue

Grammatical Structure	Issue A		Issue B		Issue C		Issue D		Issue E	
	F	%	F	%	F	%	F	%	F	%
<b>Phrasal</b>	3	14.29	3	27.27	13	40.62	2	28.57	19	36.25
<b>Clausal</b>	5	85.71	8	72.73	19	59.38	5	71.43	33	63.75
<b>Total</b>	8	100	11	100	32	100	7	100	52	100

Table 1 shows the grammatical structures of the headlines in the various issues of the newspapers. Results show that the majority of the headlines are in the form of clausal in all the issues of the newspaper. It further implies that news writers prefer to form their headlines into complete sentences.

The following were the clausal headlines identified:

*Accreditors inspect DHVSU facilities through virtual tour as more programs get accredited. (Issue A)*

*Honorian from GS, COE, CSSP, DLC embark 5-day physical graduation. (Issue B)*

*SC declares parts of anti-terror law unconstitutional. (Issue C)*

*DHVSU, PhilHealth launch joint uni wide EAW Medical Service advocacy. (Issue D)*

*LHS dance troupe triumphs in Kapampangan Hiphop Competition. (Issue E)*

The results were similar to the explanation of Rindingpadang (2011) that a clausal headline consists of a main clause. Typical new headlines are clausal in type for they provide a brief but informative overview of the content or of the main point.

The following were the phrasal headlines identified:

*Quality Still on Check (Issue A)*

*Graduation in Numbers (Issue B)*

*Riding a byline's essence (Issue C)*

*Bridging Legacy: Women in the Face of Sports (Issue D)*

*Abundance of False Gravity (Issue E)*

According to Kovach and Rossentiel (2007), a phrasal headline is a kind of headline that uses a short and impactful phrase to capture the essence of the news or the article. Most of the time, it consists of a few words or a short phrase that intend to get the reader's attention and conveys the main point or theme of the story.

### 3.2 Patterns of the Headlines

#### 3.2.1 Clausal Patterns

Table 2: Frequency, Percentage, and Rank of the Clausal Patterns of the Headlines Grouped per Issue

Clausal Pattern	Issue A			Issue B			Issue C			Issue D			Issue E		
	F	%	Rank	F	%	Rank	F	%	Rank	F	%	Rank	F	%	Rank
Subject-Verb Phrase-	2	40	1	4	50.00	1	8	42.11	1	3	60.00	1	6	18.18	2

Direct Object																
Subject-Verb Phrase-Obligatory Adverbial	1	20	3	1	12.50	3.5	4	21.05	3	-	--	--	4	12.12	4	
Subject-Verb Phrase-Indirect Object-Direct Object	1	20	3	2	25.00	2	1	5.26	4.5	-	--	--	--	--	--	
Subject-Verb Phrase-Direct Object-Prepositional Object	1	20	3	1	12.50	3.5	5	26.32	2	-	--	--	15	45.45	1	
Subject-Verb Phrase-Direct Object-Obligatory Adverbial	-	--	--	-	--	--	1	5.26	4.5	1	20.00	2.5	3	9.10	5	
Subject-Verb Phrase-Subject Predicative	-	--	--	-	--	--	-	--	--	1	20.00	2.5	5	15.15	3	

Table 2 shows the common clausal pattern of the headlines that were analyzed. Based on the results, Subject-Verb Phrase-Direct Object was the most common clausal pattern.

The following were the identified headlines following the Subject-Verb Phrase-Direct Object pattern:

DHVSU opens AACCUP Survey Online Visit (Issue A)  
Subject      Verb Phrase      Direct object

1, 408 CEA studes earn baccalaureate degrees (Issue B)  
Subject                      Verb Phrase                      Direct object

DHVSU's 18-Day EAW campaign launch centers Safe Spaces Act (Issue C)  
Subject                                      Verb Phrase                      Direct object

DHVSU GTC commences 4th Genderized Seminar Serye (Issue D)  
Subject                      Verb Phrase                      Direct object

Honorians stop Nicholites' rally (Issue E)

Subject      Verb Phrase      Direct object

The same result was found in the study of Rindingpadang (2004) who conducted a tagmemic analysis of clause patterns of the headlines of the Jakarta Post was conducted. It was found out in the study that the common clausal pattern used is Subject-Predicate-Object. For writers to attract the reader's attention, they must create well-written patterns and make sentences more readable using simple and declarative sentences without choppiness.

Other clausal patterns used on the analyzed headlines were Subject-Verb Phrase-Obligatory Adverbial; Subject-Verb Phrase- Direct Object- Prepositional Object; Subject-Verb Phrase- Indirect Object-Direct Object; Subject-Verb Phrase- Direct Object- Obligatory Adverbial; and Subject-Verb Phrase- Subject Predicative.

The following are the headlines following other clausal patterns:

Four DHVSU programs scrutinized in pursuit of Level 2 Accreditation (Issue A)

Subject                      Verb Phrase                      Obligatory Adverbial

CBS holds in-person graduation with 4 Latin Honors graduates (Issue B)

Subject Verb Phrase                      Direct Object                      Object of Preposition

Baking sets out DHVSU's measures for eye limited in-person classes (Issue C)

Subject                      Verb Phrase      Direct Object                      Indirect Object

DHVSU honors "Mang Bert" as most courteous employee (Issue D)

Subject                      Verb Phrase      Direct Object                      Obligatory Adverbial

Cancer survivor becomes PH's top rhythmic gymnast (Issue E)

Subject                                      Verb Phrase                                      Subject Predicative

**3.2.2 Phrasal Pattern**

Table 3: Frequency, Percentage, and Rank of the Phrasal Patterns of the Headlines Grouped Per Issue

Phrasal Pattern	Issue A			Issue B			Issue C			Issue D			Issue E		
	F	%	Ran k	F	%	Ran k	F	%	Ran k	F	%	Ran k	F	%	Ran k
<b>Headword – Postmodifier</b>	3	100	1	1	33.33	2	8	61.54	1	-	--	--	10	52.63	1
<b>Premodifier - Headword</b>	-	--	--	1	33.33	2	2	15.38	3	-	--	--	5	26.32	2
<b>Premodifier -Headword- Postmodifier</b>	-	--	--	1	33.33	2	3	23.08	2	2	100	1	4	21.05	3

Table 3 shows the phrasal patterns of the analyzed headlines in various issues of the newspaper. The results revealed that the phrasal pattern of the Headword-Postmodifier is the most common.

The following were the identified phrasal headlines using the Headword-Postmodifier pattern:

Quality Still on Check (Issue A)

Headword                      Postmodifier

Prototype Testing (Issue B)

Headword                      Postmodifier

Liberation by lies (Issue C)

Headword                      Postmodifier

Driving Blues in Angeles Billboard (Issue D)

Headword                      Postmodifier

Prateepchaikul (2010) emphasized that to attract a reader's attention, writers must use varied writing techniques like word choices, patterns, and style. Jonyingjaroenwong (2004) reiterated that readers preferred news and headlines written in simple language and short pattern than those complicated and long for it is easier to comprehend.

Other headlines used Premodifier -Headword pattern and Premodifier-Headword-Postmodifier pattern. The following were some of the headlines observing the mentioned patterns:

The Lost Honorian Book (Issue E)

Premodifier                      Headword

Honorian Athletes of 2021 (Issue C)

Premodifier                      Headword                      Postmodifier

### 3.3 Semantic categories of the headwords of the headlines

Table 4: Frequency of Semantic Categories of the Headwords of the Headlines Grouped Per Issue

USAS Code	Description	Issue A	Issue B	Issue C	Issue D	Issue E
		F	F	F	F	F
Z99	Unmatched/ Other proper name	4	4	14	3	26
A1.7-	Constraint	--	--	1	--	--
A10+	Open/closed; Hiding/Hidden; Finding; Showing	--	--	1	--	--
A3+/-	Being	--	--	--	--	1
A5.1	Evaluation: Good/bad	1	--	--	--	--
A6.2+	Comparing: Usual/unusual	--	--	1	--	--



B1	Anatomy and physiology	--	--	--	--	1
E4.1	Happy/sad: Happy	--	--	--	--	1
F4	Farming & Horticulture	--	--	--	--	1
H2	Parts of buildings	--	--	--	2	--
I4c	Industry	--	--	--	--	1
K1	Entertainment generally	--	--	--	--	1
K5.1	Sports	--	--	1	--	--
L2	Living creatures generally	--	--	1	--	--
M1	Moving, coming and going	--	--	1	--	--
M3	Means of transport (Land)	--	--	--	--	1
M3fn	Means of transport (Land)	1	--	--	--	--
M5	Means of transport (Air)	--	1	--	--	--
N5	Quantities	--	--	--	2	1
O2	Objects generally	--	--	--	--	1
O4.2+	Judgement of appearance (pretty etc.)	--	--	--	--	1
O4.4	Shape	--	--	--	--	1
P1	Education in general	2	4	1	1	--
Q1.2	Language, speech and grammar	--	--	1	--	--
Q1.3	Telecommunications	--	1	--	--	--
Q2.1	Speech etc: Communicative	--	--	--	--	1
Q2.2	Speech acts	--	--	--	--	1
Q4.1	The Media: Books	--	--	1	--	1
S1	Social actions, states & processes	--	--	--	--	1
S2.1f	People: Female	--	--	1	2	--
S2mf	People	--	--	--	--	1
S3.2	Relationship: Intimate/sexual	--	--	--	--	1
S7.1+	Power, organizing	--	--	--	--	1
X4.2	Mental object: Means, method	--	--	1	--	--
X7	Wanting; planning; choosing	--	--	1	--	--
X8+	Trying	--	--	1	--	--
X9.1	Ability: Ability, Intelligence	--	--	1	--	--
Z1mf	Personal names	--	--	2	--	--
Z2	Geographical names	--	--	1	--	--
Z8	Pronouns etc.	--	--	1	--	--

Table 4 shows the semantic categories of the headwords. The majority of the headwords of the analyzed headlines are other proper names like names of schools or universities, names of organizations, clubs, and publications, names of organizations, name of an office or agency, name of a group of students, specific names of persons, and names of events.

The same results were found in the study of Rindingpadang (2004) wherein most of the time nouns are used as the headwords of the clause or of the phrase. Using nouns, they give direct and concrete information about the news or the theme

### **3.4 Reasons why the headlines framed the way they appeared in the previous issues of the newspaper.**

Headlines play a crucial role in attracting readers to read and be engaged with the articles or news. Having such a fact, writers consider various factors to create effective headlines that tell the meaning of the content and at the same time attract readers to read the whole material.

Based on the conducted interview, the editorial board intends to have the cited results as their pattern or structure. The said patterns and structure were adopted by the school publication in the last ten years.

### **3.4.1 The Use of Clausal Headlines**

Based on the conducted interview, the following themes emerged:

a. **Gives information clearly.** Journalistic writing aims to give clear information to its readers. Various techniques and styles can be adopted by the writers so that the readers will get the complete report and will not create misconceptions about the topic. Scacco and Mudiman (2015) emphasized the importance of clear and concise headlines in news writing pointing to clausal headlines which effectively summarize the main point of the article in a straightforward manner. Stovall (2018) reiterated the importance of clarity in news writing and ensuring that readers grasp the main message quickly and accurately. The American Press Institute recommends using the clausal pattern in headlines to ensure clarity and readability. The headlines should be brief, direct, and should accurately convey the central idea of the story.

*“Clauses provide a **clear and direct way** to communicate the key information of the article or news story.” A1*

*“It captures the necessary information that the readers need to know in a glimpse.”- A2*

b. **Gives a complete summary.** The headlines serve as the bird’s eye view of the article. Sometimes, readers just read the headline and are able to understand the essential information of the article. The Associated Press (AP) Stylebook recommends the use of clausal headlines for summarizing news stories effectively. Clausal headlines offer a concise and clear way to summarize news stories, allowing readers to quickly grasp the main point or action (Ognyanova & McDevitt, 2018).

*“Clauses allow headlines to be **self-contained and provide a complete thought.**”- A1*

*“ Clausal headlines present the **news in a nutshell.**”- A2*

c. **Attracts readers’ attention.** Writers use varied styles and techniques to attract readers’ attention and interest to read further. The findings revealed that headlines incorporating the clausal pattern were more likely to attract readers' attention compared to other headline styles (Steffens, De Vreese, & Boomgaarden, 2018). The less complicated the headline is the more the readers will engage in the story.

*“Clauses entice readers to read further”- A1*

*“Readers prefer the full sentence headlines”- A2*

### **3.4.2 The Use of the Subject-Verb Phrase- Direct Object Pattern**

As a result of the conducted interview, the following themes emerged:

a. **Involves conciseness.** Brevity is a vital component of any form of writing. The S-V-DO pattern is commonly used in headlines for brevity and conciseness. It allows for the efficient presentation of essential information, making headlines impactful and engaging.

Studies on headline readability and the practices of reputable news organizations support the effectiveness of this pattern in capturing readers' attention and delivering key messages efficiently (Kochhar, Bleiweiss-Sande, & Rosenberg, 2017).

*"S-V-DO pattern tells the **essential information** of a news story or article."*- A1

*"It allows the headlines to be **direct**."*-A2

b. **Presents news with clarity.** The presentation and pattern to be used in writing the headlines must be done in a clear way. As stated by Stovall (2018), the importance of clarity in news writing determines the success of an article. The Subject-Verb-Object structure in headlines aids in achieving that clarity. This pattern allows journalists to present information in a straightforward and easily comprehensible way.

*"By using subject-verb-object structures, headlines can **quickly convey** the who, what, when, where, why, and how of the story."*- A1

*"It allows the headline to **focus on the main action or subject matter** without unnecessary words or elaboration."*- A2

c. **Easy to understand.** Communicating the news in the most convenient, comprehensive, clear, and easy to understand manner is the objectives of any journalistic writer. Headlines using the S-V-DO pattern can be easily understood by readers. This is because familiarity and simplicity of this pattern contribute to its effectiveness in facilitating comprehension (Brosius, & Kepplinger, 1990).

*"The pattern capsulized the content of the whole article that makes it **easy to understand**."*-A1

*"It allows the headlines to be **understood immediately**."*-A2

### **3.4.3 The Use of Headword-Postmodifier Phrasal Pattern**

The following themes emerged as a result of the interview:

a. **To highlight the headword.** Emphasis on the headword is given so that readers can directly point out what is the main content or who is the main topic. BBC News (n.d) explained that the headword-postmodifier pattern is utilized in headlines to highlight the main element or topic by placing additional information after the headword. This pattern draws attention to the key subject matter while providing context and specificity.

*"It is able to **emphasize the main point**"*-A1

*"To **immediately see** the main topic or theme"*-A2

b. **To be concise.** Being direct is important in headlines due to limited space. The Associated Press (AP) Stylebook explained that by using the headword-postmodifier pattern, headlines can convey key information in a concise manner without compromising clarity. The

headword captures readers' attention, while the postmodifier supplements it with relevant information, allowing for a more complete understanding of the headline's message. It is important to note that achieving conciseness in headlines is a balance between providing enough information and avoiding unnecessary wordiness. The headword-postmodifier pattern facilitates brevity by presenting key details in a concise manner, but it is crucial to ensure that the headline remains clear, accurate, and informative.

*"It is suited especially when there is limited space".-A1*

*"It helps maximize the limited space for the headlines"-A2*

**c. For clarity.** Even though phrases are not complete in a sense, clarity is still important in any manner the headlines are presented. BBC News explained that utilizing the headword-postmodifier pattern covers all the elements but in a brief manner. It gives relevant information that is contributory to the reader's understanding.

*"This phrasal pattern is common that makes readers to easily to have a clear understanding of the main subject or theme of the headline."- A1*

*"Placing the postmodifier after the headword ensures that the headline retains clarity and readability"- A2*

#### **3.4.4. The use of proper and other names as headwords**

From the interview, the following themes emerged:

**a. For identification of the "who" of the news.** Names as headwords point to the headline's main topic and even the whole article. Kovach & Rosenstiel (2014) explain that using names as headwords in headlines is a common practice that helps identify and distinguish the specific person or entity the article refers to. By using a name as the main subject of a headline, readers can quickly understand who the article is about and what the story's main focus is.

*"Using names as headwords in headlines helps immediately identify the central figures involved in the news story or article."- A1*

*"It provides clear reference point of what is the article about."- A2*

**b. To get the attention of the readers easily.** Using names as headwords in headlines can be an effective strategy for attracting readers' attention to a news story or article. Murray (2016) stated that people are naturally drawn to stories that involve familiar names or well-known individuals, and headlines that include these names can heighten the readers' interest and encourage them to read on.

*"Names are the best way to get one's attention or interest."- A1*

*"Readers are more curious of the identity of topic."- A2*

### **3.5 Implication for the future journalism training and campus paper publication**

The use of clausal headlines, S-V-DO pattern, and name headwords has important implications for journalistic writing and campus journalism. These techniques are commonly used in news writing to improve clarity, conciseness, and readability, and can be particularly useful in the fast-paced environment of campus journalism.

The result of the study gives descriptions of the outputs of the student publication in one state college and university in the country. Further, it challenges the student writers to think of further ways in making the news fresh, comprehensive, clear, brief, and attractive. Continuous training and upgrading to the writers are important.

As stated by Kovach & Rosenstiel (2014), journalistic training is vital for it provides them with the skills and knowledge needed to be successful and effective. However, training is not a one-time event; journalists must continue to develop their skills and knowledge throughout their careers to keep up with changes in the industry and to stay current with emerging trends and technologies. School publication advisers play a crucial role in helping the student-writers to present news in an updated, effective, and comprehensive manner.

In the respective English classroom, discussions on journalistic writing may be incorporated. Further, authentic materials from the school's publication can be utilized as sample sentences or phrases so that learners can relate to what they are analyzing and studying. Further in the oral communication in English, teachers may use the news as their training for the delivery and proper use of voice.

### **4. Conclusions**

The last five issues of the newspaper of a state university in the Philippines commonly used clausal headlines, Subject-Verb Phrase-Direct Object clausal pattern, Headword-Postmodifier phrasal headlines, and proper names for the headwords of the headlines. The identified reasons for these are: clarity, comprehensiveness, getting the reader's attention, conciseness, and identification.

### **5. Recommendations**

It is recommended that continuous training must be given to the student-writers to be able to be abreast of other styles and techniques so that they can present news in a comprehensive, clear, concise, and attractive way. Further, journalism may be incorporated in various aspects and skills of learning English.

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