

Abstract

Our generation today is affecting our language, and this language evolves depending on the trends the society experience. Throughout the generation, new paradigms of communication have evolved. It started from slang words, jejemon, bekimon, pick-up lines and now hugot. The researchers applied grounded theory on the research so that they may be able to study freely "hugot lines". The study focused on the attitudes and manners of the students towards the usage of hugot. The researchers also presented a communication model of "hugot lines" based on the results of the study. People use "hugot lines" because they want to relieve their past experiences and turn it into humorous conversations. Hugot line is a release of painful experiences diverting into a positive communication environment. Considering that the researchers used grounded theory. The researchers highly recommend that the future researchers will use communication theories.

Keywords: hugot, communication paradigm, cross-cultural communication, grounded theory, cultural dimension