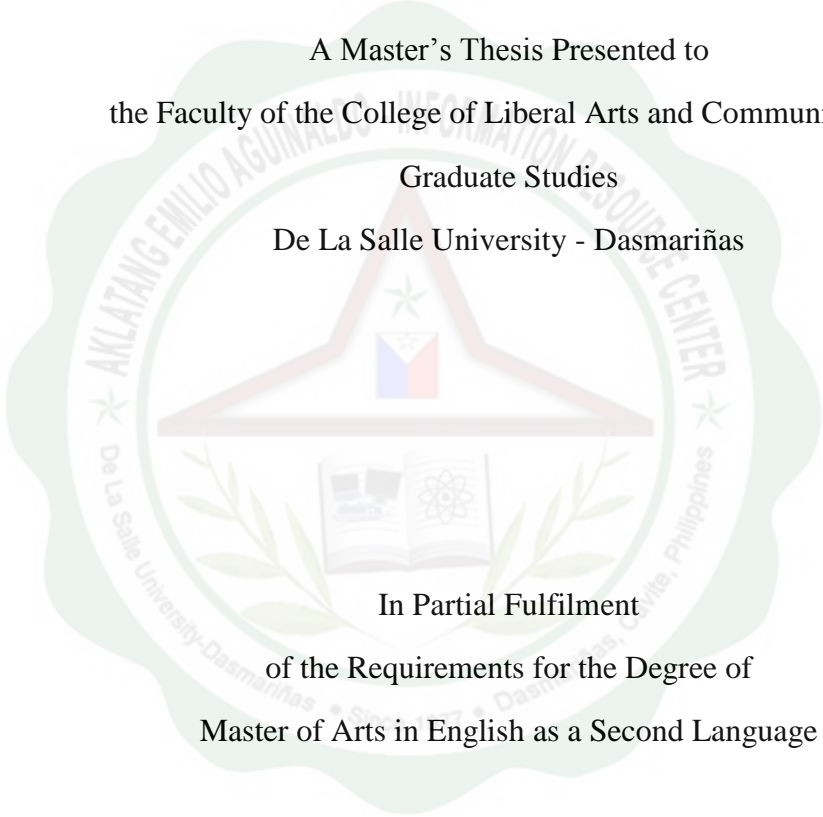


**METAPHORIZATION OF BANNER HEADLINES IN SELECTED
PHILIPPINE TABLOIDS IN ENGLISH**

A Master's Thesis Presented to
the Faculty of the College of Liberal Arts and Communication
Graduate Studies
De La Salle University - Dasmariñas

The seal of De La Salle University - Dasmariñas is a circular emblem with a scalloped border. It features a central shield with a red triangle at the top, a blue and white field with a white cross, and a red field at the bottom. Below the shield is an open book with a gear and a flower on its pages, flanked by green laurel branches. The text "AKLATANG EMILIO AGUIRRE" is written along the top inner edge, and "INFORMATION RESOURCE CENTER" along the bottom inner edge. The outer ring contains the text "De La Salle University - Dasmariñas" and "Dasmariñas, Cavite, Philippines" separated by two stars.

In Partial Fulfilment
of the Requirements for the Degree of
Master of Arts in English as a Second Language

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ABSTRACT

Investigations of newspaper headlines have attached both importance for linguists and journalists. News language is a particular genre in linguistic studies for English linguists, in which various theories are applied to analyze linguistic features in this special field (Haiyan, 2013). This paper analyzed metaphorization in banner headlines of Philippine tabloids in English namely Tempo and People's Journal. The selected banner headlines were analyzed using pragmatic analysis through combining the Speech Act Theory, Conceptual Metaphor Theory, and Relevance Theory. The study revealed that the writers set several purposes in writing or presenting the issues through the banner headlines. Using the speech acts theory as a framework, the results of this study also found that writers have a preset goal/s they want to achieve in using specific metaphors. The result of analysis showed that metaphor usages varies and there are specific functions that they try to do/convey; also, the metaphors are strategically used for specific type of news. The study recommends that for similar studies, researchers are advised to create their own personalized annotation coding system if they find the annotations confusing. It also recommends that a quantitative research could also be done if the focus is the actual effect of the metaphorizations used. As a practical application, this research could be used by ESL, journalism, communication and creative writing teachers in their lessons as examples or as part of their students' worksheets, especially if the lesson is about the application of metaphors or literary devices in narrative works.

Keywords: metaphorization, banner headline analysis, pragmatic analysis

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