

**GOOD CLICKBAIT IN FAKE NEWS HEADLINE: ANALYSIS USING
FORWARD REFERENCE AND RELEVANCE OPTIMIZER**

THESIS

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**ENGLISH LETTERS DEPARTMENT
HUMANITIES FACULTY
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2018**

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THESIS

Presented to:

Universitas Islam Negeri Maulana Malik Ibrahim Malang in Partial Fulfillment of
the Requirements for the Degree of *Sarjana Sastra*

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MALANG
2018**

APPROVAL SHEET

This is to certify that Mohammad Yusuf's thesis entitled *Good Clickbait in Fake News Headline: Analysis Using Forward Reference and Relevance Optimizer* has been approved by the thesis advisor for further approval by the Board of Examiners.

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STATEMENT OF THESIS AUTHORSHIP

I state that the thesis I wrote to fulfill the requirement for the Degree of Sarjana Sastra (S.S.) entitled "*Good Clickbait in Fake News Headline: Analysis Using Forward Reference and Relevance Optimizer*" is truly my original work. It does not incorporate any materials previously written or published by other people, except those indicated in quotation and bibliography. Due to this fact, I am the only person who is responsible for the thesis if there is any objection or claim from others.



Malang, August, 15 2019

A handwritten signature in black ink, appearing to read 'Muhammad Yusuf'.

Mohammad Yusuf
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DEDICATION

I dedicate this to my father, Abdur Rochman Hadi; my mother, Didien Indriatty, my elder brother and his wife; my twin brother, Yunus; and my friends in BSI-Heroes

MOTTO

“Indeed, after difficulty there is a facility, but when you have completed a business, do the rest of matter, and to your Lord you should expect”

(Q.S Al- Insyirah: 6-8)

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This thesis is completed thanks to people who always give advice, guidance, encouragement, and critique to improve it. I would like to thank my advisor, Djoko Susanto, M.Ed., Ph.D., for his critical advice and unsurpassed knowledge of doing the research.

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ABSTRACT

Yusuf, Mohammad. 2018. *A Good Clickbait in Fake News Headline: Analysis Using Forward Reference and Relevance Optimizer*. Thesis, English Letters Department, Humanities Faculty, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Advisor: Djoko Susanto, M.Ed., Ph.D.

Keywords: Fake News, Headline, Clickbait, Forward-Reference, Relevance Optimizer

News is one of main information sources in a daily life. The role of news becomes significant in digital era and transforms into online news available in many platforms. However, this transformation causes some problems, one of which is fake news widespread, which is a booming issue in 2016. Several researches on fake news also become a trending topics in some recent journals. Having this background, the researcher attempted to conduct a research on fake news in linguistics perspective.

This research aimed to investigate linguistic features in fake news headline and how a headline influences news content. To assist these preliminary inquiries, the researcher employed two theories; Blom and Hansen's Forward-Reference and Dor's relevance optimizer. The first theory was employed to find a linguistic feature in fake news headline, while the second was to investigate how a headline influences news content. Those theories are categorized as pragmatics. Methodologically, the researcher adopts descriptive qualitative research as the research design.

The result shows that fake news used various types of both forward reference and relevance optimizer. In term of linguistic feature, the present research revealed the use of general noun with deictic reference is dominantly used in fake news headline. The other linguistic feature found in the research are the use of demonstrative pronouns, personal pronouns, adverbs, ellipsis of obligatory arguments, imperative with implicit discourse deictic reference, and interrogatives referring to an answer given in the full text. The researcher also found that every headline had different relevance optimizer depending on its certain function when employing different relevance optimizer techniques, which are minimum amount of processing effort, maximal amount of contextual effects, and the right context for interpretation. In addition, the use of forward reference technique interrelates with relevance optimizer in a headline. The proof is some data the use of forward reference can maximize the contextual effect or become a good news value in creating a good headline.

The researcher recommended the next researcher to conduct a similar research by using different approach, such as syntax. Feng's Probability Context Free Grammar (2012) can be a good choice to understand the structure of sentences in a headline. The future researcher can also employ pragmatic approach by using Knobloch's narrative strategy (2004) to classify narrative strategies, which are linear, reversal and inverted narrative strategy, used in a headline.

ABSTRAK

Yusuf, Mohammad. 2018. *Clickbait yang Baik dalam Headline Berita Bohong: Analisis menggunakan teori Forward Reference dan Relevance Optimizer*. Skripsi, Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Pembimbing Skripsi: Drs. Djoko Susanto, M.Ed., Ph.D.

Kata Kunci: Berita Bohong, Headline, Clickbait, Forward-Reference, Relevance Optimizer

Berita adalah salah satu sumber informasi dalam kehidupan sehari – hari. Peran berita pun menjadi sangat penting di era digital dan beralih menjadi berita online yang tersedia dalam berbagai platform. Namun, peralihan bentuk berita ini menimbulkan beberapa masalah, salah satunya tersebar luasnya berita bohong yang sempat menjadi isu yang *booming* di tahun 2016. Beberapa penelitian terhadap berita bohong pun juga menjadi topik yang populer di beberapa jurnal penelitian. Hal inilah yang melatar belakangi peneliti dalam melakukan penelitian terhadap berita bohong dalam sudut pandang linguistik

Penelitian ini dilakukan dengan tujuan untuk mengungkap unsur – unsur bahasa yang terdapat dalam headline di berita bohong dan bagaimana pengaruh headline pada isi berita. Untuk mendukung 2 rumusan masalah tersebut, peneliti menggunakan dua teori, yaitu *Forward Reference*-nya Blom dan Hansen (2014) dan *Relevance Optimizer*-nya Dor (2003). Teori pertama digunakan dengan tujuan untuk menemukan unsur – unsur bahasa dalam headline di berita bohong, sedangkan teori kedua digunakan untuk melihat pengaruh headline terhadap isi berita tersebut. Teori – teori tersebut termasuk dalam kajian pragmatic. Secara metodologi, peneliti menggunakan penelitian kualitatif deskriptif sebagai metode penelitiannya.

Hasil menunjukkan bahwa berita bohong menggunakan berbagai macam teknik baik *forward reference* maupun *relevance optimizer*. Dari segi unsur bahasanya, penelitian ini menunjukkan bahwa penggunaan *kata benda umum dengan rujukan deiktik yang tersirat* paling sering digunakan dalam berita bohong. Unsur – unsur bahasa yang lain juga ditemukan, antara lain *kata ganti demonstratif, kata ganti personal, kata keterangan, elipsis pada argumen wajib, kata imperatif dengan rujukan deiktik yang tersirat, dan kata interogatif yang merujuk pada jawaban di teks*. Peneliti juga menemukan bahwa setiap headline memiliki teknik *relevance optimizer* yang berbeda tergantung fungsinya masing – masing. Teknik tersebut adalah *minimum amount of processing effort, maximal amount of contextual effects, and the right context for interpretation*. Selain itu, penggunaan *forward reference* berkaitan dengan penggunaan *relevance optimizer*. Sebagai bukti, dalam beberapa data yang ditemukan penggunaan teknik *forward reference* dapat memberikan konteks yang lebih luas dan dapat menjadi poin berita yang bagus untuk membuat headline yang baik.

Peneliti menyarankan kepada peneliti selanjutnya untuk melakukan penelitian dengan menggunakan pendekatan yang berbeda, misalnya syntax. Probability Context Free Grammar-nya Feng (2012) dapat menjadi pilihan yang tepat dalam memahami struktur kalimat dalam headline. Peneliti selanjutnya dapat menggunakan pendekatan pragmatik dengan menggunakan strategi naratif oleh Knobloch (2004) yang menggolongkan jenis – jenis strategi naratif, antara lain strategi linier, reversal dan inverted dalam headline berita.

المستخلص

يوسف، محمد. 2018. الكشف عن خصائص العنوان في أخبار الكذب. بحث جامعي ، قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج، مشرف: الدكتور جوكو سوسانتو الماجستير.

الكلمات المفتاحية: أخبار الكذب، العنوان، المرجع الأمامي (*Forward Reference*)، محسنّ الملاءمة (*Relevance Optimizer*)

الأخبار هي أحد مصادر المعلومات في الحياة اليومية. لقد أصبح دور الأخبار مهما جدا في العصر الرقمي ومتحوّلا إلى الأخبار المتصلة عبر الإنترنت بشكل منصات مختلفة. ولكن، فإن انتقال هذا الشكل من الأخبار يثير العديد من المشاكل، أحدها انتشار الأخبار الكاذبة التي أصبحت قضية مزدهرة في عام 2016. وإن بعض البحوث حول الأخبار الكاذبة أيضا تكون موضوعًا شائعًا في العديد من المجالات البحثية. هذه هي خلفية الباحث في إجراء البحث على الأخبار الكاذبة في النظرة اللغوية.

يهدف هذا البحث للكشف عن عناصر اللغة الواردة في العناوين الرئيسية في الأخبار الكاذبة وكيفية تأثير عناوين الأخبار على محتوى الأخبار. لدعم اثنين من صياغة المشكلة، يستخدم الباحث نظريتين، وهما المرجع الأمامي (*Forward Reference*) لبloom وحسنين (2014) Hansen ومحسنّ الملاءمة (*Relevance Optimizer*) لدور (2003) Dor. تم استخدام النظرية الأولى من أجل العثور على عناصر اللغة في العناوين الرئيسية في الأخبار الكاذبة، وتم استخدام النظرية الثانية لمعرفة تأثير العناوين على محتوى الأخبار. هذه النظريات متضمنة في الدراسة التداولية. من الناحية المنهجية، استخدم الباحث بحثا نوعيا وصفيا كطريقة البحث.

تُظهر النتائج أن الأخبار الكاذبة تستخدم مجموعة متنوعة من التقنيات إما المرجع الأمامي (*Forward Reference*) وإما محسنّ الملاءمة (*Relevance Optimizer*).

(Optimizer) من حيث العناصر اللغوية، تُظهر هذه الدراسة أن استخدام الأسماء العامة مع المراجع الخفية ضمناً يتم استخدامها غالباً في الأخبار الكاذبة. كما تم العثور على عناصر أخرى من اللغة، بما في ذلك الضمائر الإيضاحية، والضمائر الشخصية، والأحوال، وعلامات الحذف على الحجج الإيجابية، والكلمات الحتمية مع المراجع التيبينية الضمنية، والكلمات الاستفهامية التي تشير إلى الإجابات في النص. كما وجد الباحث أيضاً أن كل عنوان يحتوي على أساليب محسنة مختلفة تتعلق بالملاءمة بناءً على وظائف كل منهم. هذه التقنية هي الحد الأدنى من جهد المعالجة، والحد الأقصى من التأثيرات السياقية، والسياق الصحيح للتأويل. النتائج الواردة في هذه الدراسة تتماشى مع الدراسات السابقة.

يقترح الباحث على الباحثين بعده إجراء البحوث باستخدام أساليب مختلفة، مثل بناء الجملة. السياق الاحتمالي: يمكن أن تكون القواعد النحوية لفنغ (2012)Feng (2012) *Probability Context Free Grammar* هي من الاختيار الصحيح في فهم بنية الجملة في العنوان الرئيسي. يمكن للباحثين بعد ذلك استخدام النهج التداولي باستخدام إستراتيجية سردية من قبل كنبولوك Knobloch (2004) تصنف أنواع الاستراتيجيات السردية، بما في ذلك الاستراتيجيات الخطية، العكسية والمقلوبة في عناوين الأخبار.

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CHAPTER I

INTRODUCTION

This chapter presents research background, research question, research objectives, research significance, scope and limitation, definition of key terms, and research design.

1.1. Research Background

News is one of information sources that we easily find in our life whether it is in form of printed or online media. News, however, is not always true and reliable, but there are also fake news full of political bias that attempt to mislead people and force them to believe it. I have a faith in that there are a few people read the news critically as they prefer it is true news and has a few chances to mislead the reader. President Donald Trump recently pointed out the unfavorable polling made by CNN as fake news. We can deny that this issue is because of the role of media in news coverage. The media seek a fresh and an unusual news that may take more reader's attention (Patterson, 2016).

The most notable feature in online news is clickbait. Clickbait is the feature which functions like headline, captivated reader's eye to read the whole information. More viewers author gets, more revenue the author can gain (Blom & Hansen, 2015). This research employed several empirical data of some fake issues on Snopes.com and hoax-slayer.com by employing a linguistics feature, meaning, to know how the headline in fake news work. To prove this argument, we need some devices that possibly filter the fake news found in the Internet. Forward-reference is one of narrative techniques used in journalism, usually in

online news. Each word on news is connected to other word and possesses a range of meaning based on by its linguistics context (Kreidler, 2002). However, I understand that using the Blom-Hansen theory is not adequate to answer the purpose of click-bait. Thus, Dor's relevance optimizer is necessary to make the use of forward reference in a headline reasonable in proving the quality of news. The meaning can be gained by having investigation thoroughly on homogeneity in writing matter and how manner of news is delivered (Rubin, Chen, & Conroy, 2015). As fake news is always interrelated with politics, the researcher attempted to investigate political news as the main data.

Regarding the hazardous effect of fake news on individuals and society, I examined the research to identify the characteristic of fake news through the application of two theories, forward reference and relevance optimizer. Bourgonje et.al (2017) stated that inadequate of contextual information has tendency to mislead the readers and forced them to have a faith in the mockery news. From this viewpoint, the researcher carried out the research on fake news focusing on the use of forward reference and relevance optimizer used to unveil fake news truth. Bourgonje et.al (2017) conducted a research on fake news by putting his interest in headlines and articles in attempt of detecting fake news. He discovered some unrelated word in the headline which is not coherent with the article content. Thus, we can infer that the news is a hoax as it has no relation with the content (Bourgonje, Moreno, & Rehm, 2017).

In comparison, Balmas (2014) proposed that the causal relationship between fake news and political attitudes is influenced by the assumption of fake news as a fact. Furthermore, the fake news exposes a much of the mainstream news by modifying it, ridiculing it, and referring it to novel analysis.

Horne & Adah (2017) also conducted the research about the difference between fake and real news. Horne & Adah argued that fake news is identical to satire news by using three features, stylistic (focusing on sentence structure and grammatical element of every article), complexity (focusing on analyzing article in sentence and word level deeply), and psychological (focusing on analyzing the article where the words are counted interrelated with psychological processes) feature. The result is the content of fake and real news article is completely different. Fake news include less information, less technical writing, fewer quotes, and some mistakes in punctuation. On the one hand, the title of fake news is usually longer than real news. This research is quite similar to researcher's as it analyzed fake news in semantic perspective. The difference is this research focused on headlines only, not the content. The researcher considered that the headline in online news has the power to be clicked by the reader.

The last research being compared is Parikh & Atrey (2018), who conducted the research on the characteristics of fake news story. According to Parikh & Atrey, fake news can be analyzed in textual-based research (by using linguistic features) and non-textual based research (Image and User Behavior Analysis). In this research, Parikh and Atrey just suggested to other researchers to conduct a research by some choices offered by them. This research did not attempt to

suggest or compared with the other researches, but applied two theories from Blom & Hansen's forward reference and Dor's relevance optimizer.

From those researches, I attempted to investigate the fake news through semantic analysis. The researcher argued that the research is worthy to conduct; firstly, the previous researchers focused on the detection on fake news. Thus, I carried out the research by emphasizing a linguistic feature, especially on meaning. Second, those three researches are identical with my research, but I limited it into semantic analysis, analyzing headlines with the use of reference and attempted to interrelate with the technique in optimizing relevance in a headlines.

With a massive widespread news, fake news successfully brainwashes our mind with some conflicting ideas make us divide. To overcome this case, the readers need 'information literacy' defined as a cognitive skill in associating and critical thinking, so that we can think out of the box full of lies gained from media (Yaffe, 2017). Therefore, the researcher offers the solution by conducting this research.

1.2. Research Question

This research is provided to answer the following two questions:

1. How is the news is categorized as fake news by using forward reference and relevance optimizer?
2. What relation is between headline and possible news content in fake news?

1.3. Research Objectives

1. To categorize fake news by using forward reference and relevance optimizer.
2. To explain the relation between headline and news content in fake news.

1.4. Research Significance

Theoretically, this research is essential to develop the semantics theory in another theory application proposed by the recent researchers, as a linguistic feature which plays important role in misleading people by false information and gives the readers a guidance to filter received information from some resources.

Practically, the result of this research gives some benefits in the increase of literacy among students in teen age to be more aware of information received from social media. In term of academics, the researcher intended to show the use of one of context studies, the use of reference in a headline to determine the news whether it is fake or not. To make the use of reference is acceptable in media perspective, the second theory, Dor's relevance optimizer will contribute to unveil the external meaning of headline.

1.5. Scope and Limitation

I carried out the investigation on fake news by employing a semantic analysis using forward reference and relevance optimizer as the concerns of my research. To conduct the research, I attempted to find the recent hot fake news on Snopes.com and hoax-slayer.com and selected 15 news or more to identify the characteristics of fake news in a view of meaning. I also put my concern of the

fake news feature that must be watched out and the comparison between real and fake news by using Blom's forward reference techniques (2014) and Dor's relevance optimizer. Due to the short period time in carrying out the investigation, I limit my observation merely on Snopes.com and hoax-slayer.com to prevent to gain more complete data and to be more specific on the one object.

1.6. Definition of Key Terms

To prevent misguidance in following analysis, the terms are defined as follows:

1. Fake News is false information intended to mislead people created intentionally and verifiably false.
2. Headline is defined as short title of article intended to attract the readers and claim its main topic
3. Clickbait denotes a content that aim to catch the reader attention to click a certain link on a web page
4. News Article consists of two major parts; publisher, a set of profile features to describe the original author, and content contains a set of features that represent the article.
5. Source denotes person who is in charge of making article or publish it.

1.7. Research Design

1.7.1 Research Method

This research employs descriptive qualitative and Blom's forward reference techniques (2014) and Dor's relevance optimizer (2003). Using descriptive qualitative is because the research is conducted to have more deep

understanding about fake news features and its meaning viewed in semantic perspective.

Descriptive method is used as it is to gain more explanation about the relation a word to another in idea coverage inserted in articles or headline. The research is designed in form of observation followed by deep analysis from rich data to thick descriptions. Those descriptions are some attempts to dig up some information about the use of forward reference and relevance optimizer used in headlines.

1.7.2 Research Subject

The data source itself were obtained from snopes.com and hoax-slayer.com by searching fake news 15 or more to identify the characteristics of fake news. Obviously, I limited the number of fake news which I took as I attempted to analyze some hot topics still warm from the oven to get in touch with people's knowledge. If the data are too old, the reader will show their disinterest in the topic which is analyzed.

1.7.3 Research Instrument

The instrument of the research was observation from online resources and deep analysis on the news. Observation is an attempt to identify the characteristics of fake and real news in term of forward-reference proposed by Blom's forward reference techniques (2014). After doing observation, the researcher continued to conduct data analysis to gain some information of fake news feature by using Blom's forward reference and Dor's relevance optimizer. It is useful to make people understand the fake news characteristics

as a filter to receive resources, especially from online resources. On the other hand, I hope the reader after viewing my analysis about fake news here it can give insight how to determine a good news based on its headline by applying two theories I used in this research.

1.7.4 Data Sources

The data of this research were taken from online fake news archives, like snopes.com and hoax-slayer.com. Those archives were chosen as Snopes.com and hoax-slayer.com contains some controversial news accused as fake news from some other news sources. It was helpful than we decide it randomly, as the data were taken online. The online resources are always accused as fake news as they prefer speed than the manner of journalism found in the traditional news. Thus, the rest was to observe and find words to be interpret their meaning to deepen understanding how this linguistic feature is used in online news. The researcher employed Blom's forward reference (2014) to make the characteristics of online fake news apparent. The theory is assisted with Dor's relevance optimizer useful to give more explanation about the meaning which may be related to the use of forward reference.

1.7.5 Data Collection

The data, in term of the way to collect data, were obtained in several steps. Firstly, I had to search political fake news on snopes.com and hoax-slayer.com. From this step, what I had to pay attention is the date of news. I had to select recent news to get in touch with people's knowledge. If the data are too old-fashioned, it would not be great information about fake news.

Secondly, after selecting the news, I conducted several analysis on news to know the characteristics of online fake news. It is conducted by looking the content of articles and attempt to compare it with other online news. If I find the oddness from the data, I would take it as my archives for fake news.

1.7.6 Data Analysis

The first step to analyze the data is selecting news on Snopes.com and hoax-slayer.com. The theme of news will be more challenging if it is about politics such as the controversy of Donald Trump's election. Then the research is continued to semantic analysis by using forward reference analysis and relevance optimizer to decide the actual meaning of some certain words. The theory of Blom's forward-reference (2014) is used to investigate the doer or some sensitive object that may be useful to determine the news is fake or not. In addition, the use of forward reference will be further explained by second theory, Dor's relevance optimizer. Relevance optimizer can be also used to explain the external meaning based on news context.

Next, it is essential to conduct deep analysis on fake news with Blom's theory about forward reference. By doing forward reference analysis, I am able to understand the meaning and why it is accepted as a hoax by looking at the relationship of topic and some words found in the headline or body articles. All analysis are useful to gain the thick description about online fake news characteristics.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter provides the theories used to help analyze the data including (1) The definition of fake news; (2) The characterization of fake news; (3) Theory related to the use of reference; (4) Blom and Hansen's Forward Reference; (5) Dor's Relevance Optimizer; and (6) Previous studies.

2.1. Definition of Fake News

Fake News, in narrow definition, denotes news articles that are 'intentionally and verifiably false' and disguise the real truth behind the news. Two key features of this definition must be considered; *authenticity* and *intent*. Authenticity is a feature that regulate news that must be verified. In the one hand, intent is a feature that shows perspective of the writer or news. Fake news is usually created with dishonest intention (Shu, Silva, Wang, Tang, & Liu, 2017). Knowing the intentions referring a particular act is hard, though it does not mean it is not possible to do. It is because of no proper device to measure this feature. Thus, revealing this intent is a job for us as a critical reader (Verstraete, E., & Bambauer, 2017).

Fake News can be defined as the publishing information which is propagated aiming to influence and mislead reader's opinion on a certain topic toward some of objectives. Though the term of fake news is booming at 2016, the concept is recognized some decades ago. The development of technology played an important role to spread more information in less time. However, people do not

realize that photograph was used to veil wars and event. Moreover, it was used to fulfil political purpose. The aim is to disguise the real message from the truth or event. It occurs because news is the one of communication strategies and each of communication strategies always interrelate with societal norms and customs.

(Gu, Kropotov, & Yarochkin, 2017)

Broader definitions of fake news in some literature may confuse people such as satire news, always regarded as fake news since the contents are usually deceptive, though satire is often entertainment-oriented and the consumer can figure out the truth of those satire news. Furthermore, some literatures treat deceptive news including fabrications, hoaxes, and satires as fake news.

Shu used the narrow definition for three reasons. First, the underlying intent of fake news gives both theoretical and practical value that is able to give a deeper comprehension and analysis of this topic. Second, every technique for truth verification employed to the specific conception of fake news can also be used to under the broader definitions. Third, this definition enables to distinguish some ambiguous terms between fake news and related concepts that are not be considered in Shu's findings. It is because that (1) satire is not intended to mislead or deceive consumers. (2) fabrication; we are not allowed to believe some rumors that do not come from news event; conspiracy theories that come from skeptical view which is unverifiable. (3) hoaxes: that are only motivated by fun or targeted-individual scam.

2.2. The Characterization of Fake News

This part discusses the characterization of fake news according to Shu's view. In more specific way, we first discuss various definition of fake news and distinguish some similar concepts that are usually misunderstood as fake news on traditional media and the new patterns found on social media.

2.2.1. Fake News on Traditional Media

Shu (2016) revealed that to explain fake news on traditional media is in range of information ecosystem, *publisher* and *consumer*. From publisher perspective, news is a product that produces gain or benefit in two forms; profit and reputation. Publisher will find some ways to gain maximum profits. Publisher also consider the news which are produced can give some good impression for the reader to raise the reputation, labeled most actual, fastest, hottest news, etc. In consumer perspective, news is one of primary needs that must be fulfilled. As consumer, we need true information, less biased information. On the one hand, we are looking for view which fits with our principle that is gained from the news.

When we understand those two perspectives, we are able to understand the correlation between publisher and consumer. Fake news occurs when 'short term utility' (profits) dominates a publisher's utility and 'psychology utility' (opinion or view) dominates the consumer's utility.

2.2.2. Fake News on Social Media

If traditional media plays two key players, publisher and consumer, social media plays three key players; publisher, consumer, and malicious

account. Malicious account is the unique characteristics of fake news on social media that distinguish it from paper-based news. Malicious account is intended to propaganda and politically motivated. It is caused by the low –cost of creating social media. Malicious accounts can be classified as social bots, cyborg-users, and trolls. Social bot refers to a social media account controlled by a computer algorithm to produce content and make interaction with human automatically. Cyborg user refers a robot which are registered as human and has automated system to do activities on social media. Finally, trolls refer to human who tends to make a mess in online communities and get the consumer into emotional response.

2.3. Reference

Reference is a way people to refer entities in the world with a language. Reference is a part of context study which is still related to semantics, pragmatics and discourse. When referring something, the speaker employs referring expression, in order to make the hearer figure out the entity about which is talked. Taking for example in this sentence “*I went with Francesca and David*”, ‘I’ refers to the one who speaks while ‘Francesca’ and ‘David’ are categorized as referring expression, pointing out to the two people whose names are Francesca and David. From those sentence, we are able to figure out that ‘I’ does not refer to the text, but it refers to outside the text. It is called exophoric reference or exophora. Exophora depends on the context outside the text, meaning that we have to understand who the speaker and ones about which are talked about. When the referent refers inside the text, it is called endophoric reference or endophora.

Endophora is divided into two types: anaphora, referring something back the preceding text; cataphora, link something forward in the following text (Cutting, 2006).

The use of anaphora is frequent that we can find anywhere in the text. On the one hand, the use of cataphora is prominent in online news, as it attracts reader's attention though its use is less. Several online news employs this type of reference as one of unique technique to create headline or clickbait. This feature is called forward-reference by Blom and Hansen. Furthermore, this feature is explained further by Cutting that as one of endophoric reference, cataphora is interrelated with grammatical cohesion, that will be explained more in the next sub-point.

2.3.1. Grammatical Cohesion

Cutting (2006) argued that substitution and ellipsis are parts of grammatical cohesion beside personal and demonstrative pronouns and possessives. **Substitution** is a word that can replace another words semantically. To make this clear, let us have a look at this text below

Little boxes on the hillside
Little boxes made of ticky-tacky
Little boxes, little boxes
Little boxes, all the same
There's a green one and a pink one
And a blue one and a yellow one
And they're all made out of ticky-tacky

And they all look just the same

Take a look at line 6 and 7. You notice that “There’s a green one and a pink one/ And a blue one and a yellow one” have the same word ‘one’ substituting the word ‘box’ before. The function is to prevent the use of repetition ‘box’ and maintain the text. Of course, we can replace ‘little boxes’ in line 2 with ‘little ones’, but it may make this song lost its artistic. Substitution is more likely to be endophoric as the word which is replaced is usually inside the text. In addition, substitution make the word coherent with the text (Cutting, 2006).

The other grammatical cohesion form is ellipsis. Ellipsis is an omission some of similar words to prevent repetition and relies on hearer’s ability to understand the missing words. Ellipsis is a way to reveal the context intended by the speaker. In addition, it is in form of written or oral text. To have deep comprehension about it, take a look at this example.

Catriona: What was he doing? Tell me, make me cringe

Jess : Oh nothing to make you cringe or anything. He was just he
was just like saying you know just stuff that was really pretty
well sick

Catriona: Oh last night he was as well with Romeo and Juliet

As you look at the text, Catriona prevent to say ‘he was saying stuff that was really pretty well sick as well’. Instead, she employs ellipsis in ‘he was as well ...’. Ellipsis is a unique language feature in written and oral text. Both ellipsis and substitution require the absence of ambiguity to avoid misunderstanding about its message. What you have to notice is that the use of those grammatical cohesion is different depending on types of text. Usually, you find them in a text that requires the absence of ambiguity as legal or procedure text.

2.3.2. Deixis

Deixis is one of language feature used to point something. It is used to explain something unknown by the hearer. It is also called deictic expression or indexical. Deictic expression is represented with this kind of question “What is that?” (Yule, 1996). Deixis is broken into three.

- person deixis** : deictic expression which is used to point people (‘I’, ‘me’, ‘you’)
- spatial deixis** : deictic expression which is used to place (‘here’, ‘above’, ‘down’)
- temporal deixis** : deictic expression which is used to time (‘yesterday’, ‘now’, a minute ago)

Deictic expression helps us to understand the context used in a text. To make this point clear, I offer two similar cases with two different reply. Try to imagine you ring my doorbell, and I open the door and say.

- (1) Do come in

In the second, we come to my house together. Taking out the key and opening the door, I stand by you and say to you.

- (2) Do go in

Both cases provide same action, but those are used in different context. In case of (1), you approach me while in case of (2), you move away from me. It is the function of deictic expression, indicating the different context though it shows the same action.

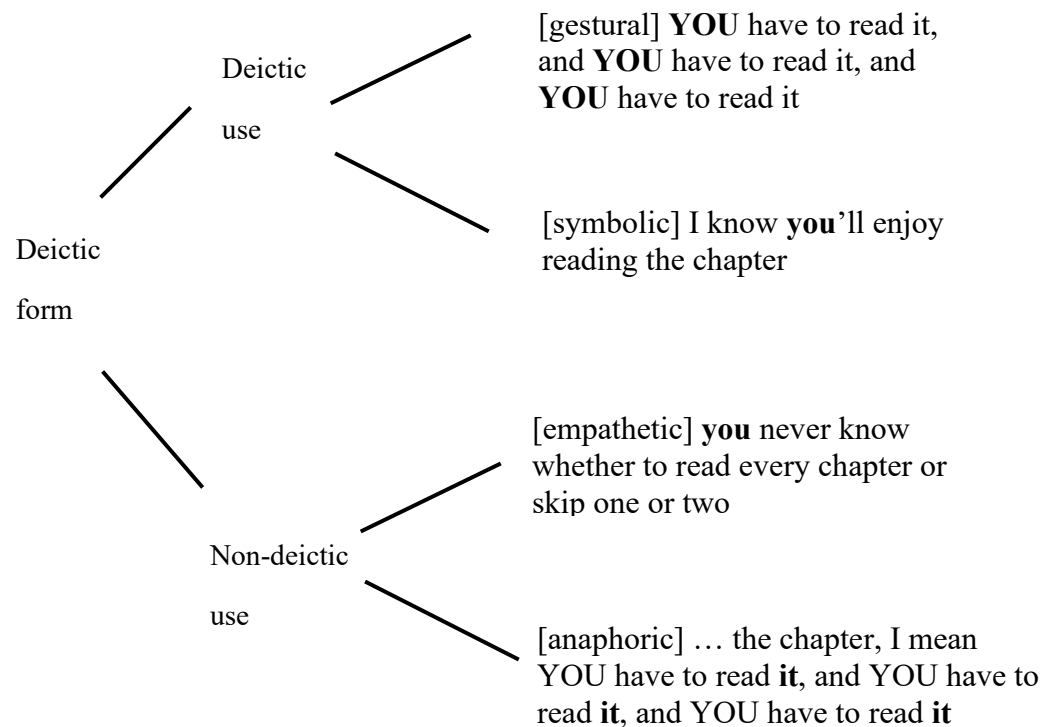
The same function is shown in following:

- (3) I know you'll enjoy reading the chapter
- (4) When I say you have to read the chapter, I mean YOU have to read it, and YOU have to read it, and YOU have to read it
- (5) With a book like this, you never know whether to read every chapter or skip one or two

In (3), 'you' here refers to different person taken from different situation.

It means that 'you' may refers to you or your friends if that sentence take a class as the context. In point (4), the three stressed 'you' may be followed by some acts as pointing, nodding, eye-contact, which each act employs various referents known by people in the same situation and location. However, point (4) also shows that we do not need to be present in the location when the

sentence was uttered to know ‘it’ refer to ‘the chapter’. This is called non-deictic use (Grundy, 2008).



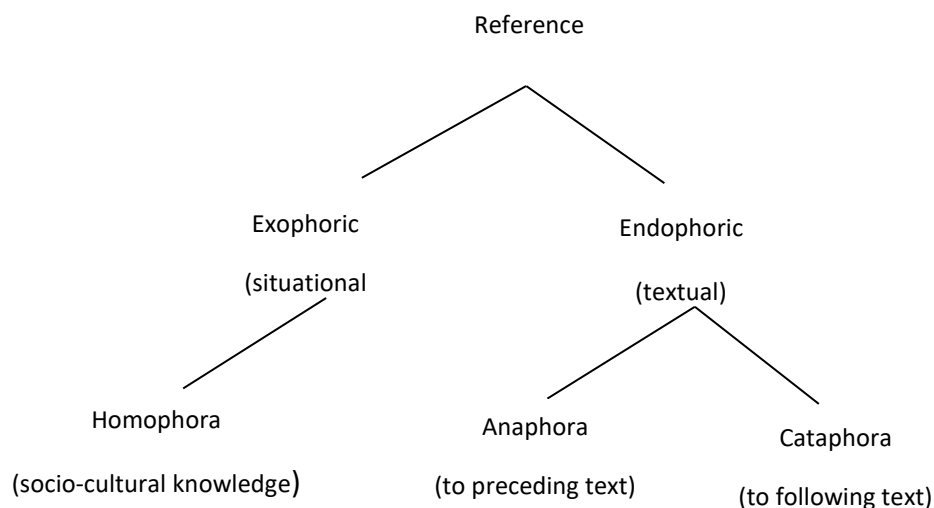
2.4. Blom and Hansen’s Forward Reference Technique

To understand the clickbait phenomenon, Blom (2014) proposed forward-reference technique, inspired from Haliday and Hasan (1976). Blom and Hansen argued that a text is a unit of practical use in language. In addition, he also stated that language is a ‘semantic unit’, not grammatical unit as we cannot define the text by its length. Moreover, forward reference is a theory which develops the use of reference, specifically further definition of **cataphora**.

Blom and Hansen explained the relationship between headlines and reference. Headline, as stated by Blom and Hansen, may contain of ‘semantic unit

of meaning' as it is short-form of news that triggers to the whole news story.

Therefore, headline can be more or less interrelated with the whole text. To make



the context apparent, we need 'the phoric reference system'. The diagram below shows the fundamental of phoric system proposed by Haliday and Hasan.

There are 8 types of forward-reference:

1. demonstrative pronouns
2. personal pronouns
3. adverbs
4. definite articles
5. ellipsis of obligatory arguments
6. imperatives with implicit discourse deictic reference
7. interrogatives referring to an answer given in the full text
8. general nouns with implicit discourse deictic reference

To make those eight points more comprehensible, let us put those in Blom and Hansen's examples. Blom and Hansen gave us explanation how demonstrative pronoun used in hyperlink (clickbait) in a sentence '*These were Chavez' last words*'. The use of 'these' lit curiosity among readers to know what last word was said by Chavez. 'These' referred to a running text containing of Chavez' last word, that is categorized as cataphora. Next, it is the use of personal pronoun. It is represented in a sentence '*He wants to make the national team wear EU clothes*'. This sentence employs a pronoun 'He' referring to someone (the agent) in the text. It is an interesting fact that only a word is able to make the reader click the news.

The use of adverb is also useful to make the reader take a peek on the news. When you read this sentence "*Here you can use 4G with Iphone 5*", you may put that text into question '*How could Iphone 5 use 4G?*'. We also can definite article like 'the' to refer forward to the whole text in a sentence 'In a few seconds the terror bomb explodes

For the next point, Blom argued that the use of ellipsis in the headline or clickbait can be considered as forward-reference. This case can occur if there is no 'facultative parts of phrases' such as determiner that make someone refer to the entity quickly. The example is represented in 'Want to arm Syrian rebels'. This clickbait omits the subject or agent. Thus, there is no semantical agent in the sentence.

The 'implicit forward reference' can also be discovered in imperative and interrogative headlines. These can be represented in the headlines below

- i) See if your bank at risk of collapsing
- ii) Do you live in a violent municipally?

As looking at i), you may figure out how the word 'if' can give you a puzzle lead to the hints unveiling if 'the readers' bank is really collapsing. In addition, the use of interrogative sentence in headline is quite similar to the use of imperative sentence, making the reader back to question a familiar fact. This is a way to unveil the characteristic of fake news. It may only reveal one point, but it is useful to have more deep understanding a text.

2.5. Dor's Relevance Optimizer in a Headline

Researches on a news headline are available in several journal articles. However, Dor (2003) makes the different point of view that providing a good headline is a part of art in a news. Dor argued that the headline functions as 'relevance optimizer' leading to news story as it attracts reader's attention. Creating a good headline puts some efforts for editor. In the research, Dor employed a logical analogy how a headline is generated with negotiation process between 'copy-editor' and 'editor'. From those two terms, copy-editor is a term we have to understand first. Copy editor is a novice editor who suggests a headline to the senior editor. As mentioned by Dor, the process of generating headline is not a theory-based process, but it is more practical. It does not need an exact science in determining a good headline. Therefore, there are many rejected headlines created by 'copy editor' in the process of negotiation.

A good headline is characterized with brevity, a catchy title, novelty, and clear message. Brevity means the headline must be short, but includes all information in its content. In Dor's opinion, copy editor usually proposes a longer one as it can include some information as much as possible. This argument is followed by some example as below.

Copy Editor's Headline version:

Haifa: A youth gang was caught mutilating gravestones in the city's military cemetery

However, the chief editor ordered the copy editor to make it short the headline as below

Haifa: A youth gang was caught mutilating gravestones

I notice that the headline may lost information about the location of event. The news story tells about a youth gang which was apprehended mutilating gravestones in a military cemetery in Haifa. The chief editor decided to shorten the headline as it will create reading effort for the reader. Thus, the reader can continue to read the content. This is one called '**reduction**' as the relevance optimizer in creating a good headline (Dor, 2003).

Headlines should be understandable. It is essential part in creating the headline. In addition, this feature needs some efforts to present it in the headline.

Dor argued that copy editor has hard time formulating a good one as he or she unconsciously formulates some unclear and ambiguous headlines. For example, when it comes to internalize a story which tells a single arsonist from 'Ramat-Gan' was caught by a police. However, the police had to release him after the real arsonist appeared and made chaos by burning down more vehicles. The copy editor proposed a headline as below.

The 'real arsonist' from 'Ramat-Gan' proves: You Haven't
caught me

This headline is ambiguous as it puts reader into more questions such as "Who is the 'real arsonist'? Is there an 'imposter arsonist'? How has the 'real arsonist' shown him that he was innocence? By whom? Thus, the copy editor was asked to create a more vivid headline as below.

The arsonist 'was caught', and the vehicles in Ramat-Gan
went on burning

This attempt is much more comprehensible as a claim was mentioned in the beginning of sentence and the event after he was caught is also mentioned clearly. However, there is a flaw from this headline. The headline inferred that the arsonist burned the vehicle before the police made up the claim. Therefore, the headline was rejected again and the copy editor was asked to revise it.

The arsonist 'was caught' – and the vehicles in Ramat-Gan
go on burning

In this headline, the copy editor changed tenses in Ramat Gan burning to make this event happened after the police made up the claim. Eventually, this story is captured clearly and looks more simple. This feature is called '**minimum processing effort**' as relevance optimizer of the headline story (Dor, 2003).

The next feature that must be available in a headline is a charming point. The headline must be catchy to attract more readers. This feature makes important in the process idea exchange between the copy editor and the chief editor. In this process, it will result many reject proposed headlines as the chief editor evaluates the rate of 'contextual effect' contained in the headline, not only considering the processing effort in reading. The following example shows a story which tells about an interview with IDF's Chief of Military Operations in Southern Lebanon, Uri Lubani who intended to withdraw from Southern Lebanon and counted on General Lahed, the Commander in Chief of the South Lebanon Army (SLA) and his people to fight their Islamic rivals. The copy editor proposed the headline as below.

Lubrani: 'There was no secret meeting with General Lahed'

Though there was no obvious evidence about secret meeting between IDF officials and General Lahed, this headline does not contain a sufficient contextual effect as it is obvious that the meeting must be in secret. Thus, this headline is refused and the copy editor offered another headline as below

Lubrani: 'There is no plan to evacuate SLA seniors to Europe'

Even though there was no obvious evidence about evacuation plan by SLA seniors to Europe, the headline is much more interesting than the previous one. The headline signified a significant move by IDF. Thus, the reader may assume Lubrani's words that he attempted to deny the plan for tactical reason. It is quite compelling and worth to know as it increases our knowledge about the choice of headline. Dor argued that an interesting headline is able to optimize relevance as it contains '**maximal amount of contextual effect**' (Dor, 2003).

Novelty is a feature that must be available in a good headline. It means that headlines include a fresh information. Though editor is not able to measure the reader's knowledge exactly, estimating their knowledge plays important role to decide a good headline. Eventually, it results to relevant assumptions. Sometimes, the reader gains the knowledge in other mass media as news report on TV. The proposed headline may be rejected if the content has been mentioned in the news yesterday. Have a look at the headline below.

Officials in Jerusalem hope for the Austrian Chancellor's visit to run smoothly

This headline was listed for two reasons. First, it offers possibility that officials in Jerusalem are afraid that the visit might not go well. Second, it relates the story to previous events. For instance, the visit of the British foreign minister had been over the day before and it implicates political motivation and ‘diplomatic embarrassment’. It is a way to maximize contextual effect by relating a story to a broader context (Dor, 2003).

Though the headline must offer a fresh information, it does not mean it must be brand-new information even presumes unknown information (**presupposition**) to the readers. It limits the editor to offer a headline containing information which is already part of the mutual knowledge built between the newspaper and its reader. This feature is probably hard to be interpreted in online news, even fake news feed as the researcher cannot track the characteristics of fake news archives. Despite that reason, presupposition in a headline will bring no contextual effect. For instance, this example will be given

The first Casino in Jericho will be operational in a year

This headline offers less effort to the reader to predict when the first casino will operate exactly. The word ‘first’ here highlights the possibility ‘a second casino’ model will look like. It is important for the reader to know the first casino to have more understanding about the casino concept.

Another feature that must be available in a good headline is news value. News value is represented with choice of name and concept in a headline. Dor stated that names and concepts possess a great number of contextual effect for the readers. To make this more comprehensible, the following example shows the use of this feature in a headline.

A group of artists suggests an alternative for the Jubilee:

“We are willing to perform for free”

This kind of headline is rejected or characterized as a bad headline as it employs a general noun for the subject in the beginning. In addition, the general noun makes the headline loses the contextual effect caused the choice of name. Thus, this headline below is reasonable to replace the previous one.

Shimi Tavori and Margalit Tsan’ani: “We are willing to
perform in the jubilee for free

It may lose more information than the previous one as the group of artists may be more than two bands. However, it is more interesting to put the most famous artist among them as it brings a lot contextual effect. The reader can view their personalities, social background, and lifestyle. This leads to a good story focusing on Shimi Tavori and Margalit Tsan’ani. This is also a use of ‘the right

context for interpretation' in optimizing relevance in a headline by choosing names and concepts with high news value.

A good headline must be interrelated between the story and the previous event and facts. To understand how this feature is used, have a look at the following example below.

Another taxi robbery: driver was beaten and thrown out –and
the stolen taxi was later found stuck in the mud

This headline is not accepted as this event happened in Haifa and the editor asked the copy editor to relate the specific event in Haifa to the new criminal modus. This will lead the reader to have a new knowledge about the pattern of robberies. Therefore, the copy editor proposed a new headline as below

Another taxi robbery: A driver from Haifa was attacked and
thrown out of the vehicle

This is more interesting because it makes the reader interpret the event as a new pattern of robberies compared to the former robberies in Haifa. It also provides more contextual effect (Dor, 2003).

A good headline must frame the story which fits in the recent fashion. Framing is one of covering one of the participants in an event, so it fits the context which will be conveyed. Framing the story is a complex process that needs a

negotiation between senior editor and copy editors to determine it. This feature is one of ways to optimize the relevance in a news story by ‘right context for interpretation’. To make this comprehensible, the example below is shown.

The defense ministry decided: The word ‘disaster’ will not be written on the gravestones of the victim of the helicopter accident

This headline employs the subject as ‘a doer’ and is rejected as it will carry hatred when reading it. The senior editor suggested the copy editor to frame a story to be more ‘human’. Thus, this headline below offers a good framing.

The parents’ request was denied: The word ‘disaster’ will not be written on the gravestones of the victims of the helicopter accident

This headline unveiled the ‘doer’ and instead, emerged ‘the victims in the accident. It is interesting and it is one of journalism technique that must be possessed by a new journalist (Dor, 2003).

In brief, Dor’s relevance optimizer includes three points.

- **Minimal amount of processing effort:** a way of optimizing relevance by ‘reducing’ some of words so that the headline is short and simple that eases readers to read.

- **Maximal amount of contextual effect:** a way of optimizing relevance by emphasizing a certain 'context' with being new and catchy.
- **The right context for interpretation:** a way of optimizing relevance by not mentioning unknown presuppositions, by including names and concepts with a 'high value' and by relating the story with popular facts and prior expectation and by framing a story which fits to the recent trend.

2.6. Previous Studies

The previous studies presented below are the studies that make this present research is significant and worth to carry out. The first research employing framework proposed by Schulz-Hardt (1997) and von Haeften (1999) is conducted Jonas et.al (2001). This research attempted to prevail confirmation bias in several fake information and making decisions. They argued that the confirmation bias is caused by a chain of news presentation, not by process of information. The research was conducted for 4 experiment to prevail two questions made in the early investigation; Do decision makers in these setting differ from typical student samples when confronted with research paradigm on biased information search? And are these research paradigms typical for gathering information in making decision context? (Jonas, Schulz-Hardt, Frey, & Thelen, 2001)

One of those 4 experiments is to unveil whether a confirmation bias can be shown from two comparative procedures; seeking sequence of information and

simultaneous information seeking. In addition, the research is designed to figure out the condition that information was duplicated. The objects of observation are simultaneous presentation of all information puzzle which is followed by the process of selection and reviewing selected information. Jonas took 36 students; 22 females and 14 males. Their age was ranging from 19 to 45 years taken from University of Munich, Germany. The participants were separated in two rooms. They were asked to answer the questionnaire with three sections; the first is introduction, the second is the measures employed by the policymakers, and the last is the alternative healing method. Then, they got information that there was additional information, including 16 one-page statement generated by the experts on the topic.

The result of the research revealed that there was a replication on the selective information received by the participants. The participant started to show a preference to support the information. The most essential finding is that this misleading information is able to impact situations where information is requested and comprehended in sequences. It inferred that bias information can be duplicated and show that the information is processed sequentially, not simultaneously. This research is different with my expected contribution since I pay much attention on the characteristic while this research reveals characteristics of fake news headline in linguistic point of view.

Another research was carried out by Rubin et.al (2015). They argued that it is essential to understand how we detect the deceptive news. As the preliminary of the research, Rubin determined the standards or requirements for fake news

detection; availability of both truthful and deceptive instances, digital textual format accessibility, verifiability of 'ground truth, homogeneity in lengths, homogeneity in writing matter, predefined timeframe, the manner of news delivery, pragmatics concerns, language and culture.

The result was findings about three types of deceptive news; serious fabrication, large-scale hoaxes, humorous fake. Fabrication denoted news reporting fraud. It is characterized as thick information that needed time and patience to gather the paper edition of newspaper to uncover fabricated news. Rubin stated that the data from it might be limited. The other characteristic of fabricated news were availability of click-baits (i.e. headline designed to attract reader's attention), full of scandal and full of hot news. It is intended to increase traffic and profit.

The next type is hoax news. It is defined as misleading news in the mainstream of social media. Compared to fabrication, hoax is characterized as a large-scale fabrication that impacts on material loss and is usually harmful to the victim. The other type is humorous fake news. This is broken into two types; news satire and news game show. News satire is defined as news that is considered as mimicking news sources with the use of irony and humor. On the other hand, 'news game shows' denotes as news which is designed as 'guess game'. This news may contain of weirdness and humor (Rubin, Chen, & Conroy, 2015).

This research is similar to the present research. However, the present research focuses more on the one of linguistic feature, meaning. It means that the

researcher intends to prevail the characteristics of fake news through semantic approach in the headline. It is because the researcher has willingness to figure out the characteristic of fake news in term of meaning.

The other research was conducted by Zhang (2016). He attempted to investigate potential effects of verbal and non-behavioral features of reviewers on fake review detection. The research was conducted by using machine and non-machine learning approaches. It was to figure out and investigate fake news, so that the fake news features were able to be detected. Zhang employed interpersonal deception theory (IDT), proposed by Buller and Bagon, allowing him to demonstrate both strategic behaviors and non-strategic behaviors. Strategic behaviors here included a communicator's plan and aims which were interpreted in behavioral routines composed of specific actions. On the one hand, non-strategic behaviors exposed non-verbal behaviors shown by hand-gestures, facial expression, body movement, and so on. In the modern era, it can be shown in pictures and videos to figure out non-verbal behavior. (Zhang, Zhou, Kehoe, & Kilic, 2016)

For the data, Zhang employed the secondary data obtained from Yelp.com as there were difficulties whether the news was reviewed pseudo fake review or fake reviews which is through the process of editorial by a commercial website. Those data were analyzed by using content analysis and feature extraction using the Natural Language Toolkit (NLTK 3.0), which offers easy-to-use interfaces to over fifty corpora and lexical resources. Then, the data were classified by using algorithm.

The result exhibited that incorporating non-verbal features can increase the performance of fake review detection models drastically. Moreover, non-verbal behavior of reviewers was only part of verbal behavior fake review used to attract more reader's attention. The research unveiled that non-verbal features might be more effective for determining online fake reviews than verbal features. The content of images and videos are usually manipulated to avoid the detection as the effectiveness of providing verbal features reduced.

The present research, compared those previous studies which are mentioned above, offers more focus on discussion in a headline with its content in fake news. The present study aims to investigate the characteristic of fake news through forward reference to have deep understanding about its characteristics on this linguistic feature rather than the external sides of meaning interpretation.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter includes the finding and discussion. The finding consists of the data presentation and the analysis of data to answer the research questions. The result of analysis in the next part.

3.1. Findings

The fake news which is analyzed in this present research were online fake news archives taken from Snopes.com and hoax-slayer.com. In the website, there were 130 more fake news. However, the researcher took 15 samples, one of which is taken from hoax-slayer.com as datum 4, as the result of selecting data which is relevant with the theory proposed before. The data was presented in form of headline and a passage text from its full text version. The data would be analyzed with two theories, Blom and Hansen's forward reference and Dor's relevance optimizers. The first theory was employed to find types of forward reference contained in the headline. Because it was inadequate if the researcher only finds a forward reference type in a headline, the second theory is necessary. The second theory was employed to reveal the impact of word choices and its potential context will result from the headline.

The research was intended to have a deep understanding about fake news in term of its linguistic features and how the headline plays important role in building the context in the news story. While the Blom and Hansen's forward

reference (2014) was employed to find the linguistic features in a headline, the second theory proposed by Dor (2003) was used to see the relation between the headline and news content. Dor (2003) argued that relevance optimizer plays important role in building context and knowledge to the reader. By putting these theory as a basic foundation to understand fake news deeply, we will understand how the clickbait works in fake news. Thus, the data will be presented.

3.1.1. Forward Reference

Forward reference is a theory proposed by Blom and Hansen as the development theory of reference feature, cataphora. Some fake news found in Snopes.com and hoax-slayer.com contains this feature which is usually called as clickbait. In this section, the researcher tried to categorize those clickbaits in forward reference.

3.1.1.1. Interrogative referring to an answer in the full text

This forward reference technique is characterized with a headline with interrogative sentence (Yes or No question). This technique makes the readers to click the news to find the answer in the whole news content.

Some data were shown to make this technique understandable.

Interrogative 1

Did Denzel Washington Say Trump's Election Saved Us From an 'Orwellian Police State'?

Donald Trump's election victory saved the United States from the establishment of an "*Orwellian police state*" in the hands of Democrats who would have used the same authoritarian tactics "*over and over again*" to "*circumvent the will of the people in future elections*," according to Denzel Washington

As you look at the headline, you, as a reader, may intend to find the answer if the headline is in form of question. In linguistics view, the writer employs **interrogative referring to an answer in the full text** signified with Yes or No question (Did Denzel Washington Say Trump's Election Saved Us From an 'Orwellian Police State?'). The writer uses such clickbait with a 'normal standard' clickbait in online news. This technique may gather some views from online readers.

This news asks if the election Donald Trump saved American from an 'Orwellian Police State' as said by Denzel Washington. In addition, the reader wants to know why the writer stated that argument. As the reader, you are curious about the answer and you will find the answer in the news content. It is the characteristic of online news and used by the most of online portal news. The use of interrogative is the easiest way to gather views or clicks on the news. Some people may hate this kind of headline, but it is the fact.

The writer seems to disagree with the election which won Trump as a new US president. Some rumors spread that Denzel Washington was one of Trumps supporter, by saying this election will save American from Orwellian Police State, referring to Hilary Clinton.

Interrogative 2

Did London's Mayor Encourage Muslims to Riot During Trump's UK Visit?

London Muslim mayor incited Islamic-based hatred against president Trump. He took every opportunity to lash out at the US president for daring to criticize Islam and to ban terrorists from entering America.

Now he warns Trump not to come to the UK because "peace-loving" Muslims who represent the "religion of peace" will have to riot, demonstrate and protest during his visit to the UK. Sadiq Khan himself incited hatred against the US president among British Muslims. Shame on a Muslim mayor of London

This news also employs **interrogative referring to an answer in the full text** in the headline. It is in form of question which is answered by yes or no (*Did London's Mayor Encourage Muslims to Riot During Trump's UK Visit?*) as the reader looks for the clarification on the news. As the news content, it is clear that London's Mayor does not like with Trump's visit as it is related Trump's attitude toward Moslem. He attempted to encourage Moslem in London to riot Trump's visit as a protest about Trump's statement. In following paragraphs, they are supporting details about Islam facts in UK. It means that the reader is able to find the answer from first paragraph as there is statement from London's Mayor. From the headline, I discovered the interrelation with first paragraph and leads to unveil Islam in UK in the following paragraph. This is one of narrative strategy stated by Blom and Hansen (2014) which guides the reader into 'a narrative story'.

Interrogative 3

Did Barack Obama Announce a Bid to Become UN Secretary General?

Barack Obama has announced plans to become secretary general of the United Nations, allowing him to advance his globalist agenda on the world's stage.

According to Al-Jarida, Obama has no intention to step away from the spotlight, much to the dismay of other world leaders **such as Israeli Prime Minister Benjamin Netanyahu:**

Israeli Prime Minister Benjamin Netanyahu reportedly is planning payback for President Obama's dismissing Mr. Netanyahu's objections to the Iran nuclear deal last year. Mr. Netanyahu is said to be rallying moderate Arabs to thwart Mr. Obama's bid to become the Secretary-General of the United Nations after he leaves the White House next year....

This news employs the use of **interrogative referring to an answer given in the full text** in the headline. The purpose is to make the reader curious about its answer in the news content, then he or she clicks the clickbait. As you look at the news, the headline asked if Obama declared him as U.N Secretary General. In a fake news, you will find this kind of clickbait frequently. As you know, the use of interrogative here seems to be speculative to Obama's step toward the election result which won Trump instead of Hilary Clinton who is one of Obama's minister in his presidency.

Interrogative 4

Did Florida Pass a Bill Legalizing Recreational Use of Marijuana?

Orlando, Fl. – Weed smokers rejoice, The state of Florida can now be added to the growing list of US states that have past bills to legalize the use marijuana

The headline is presented in form of question as the clickbait. Blom and Hansen argued that it is part of the use **‘interrogatives referring to an answer given in the full text’**. This clickbait forces the readers to find the answer by clicking the news in a whole text. In addition, this news also employs a language feature **‘deletion’** or **‘ellipsis’** in the headline. As you look at the headline, it omits the words ‘government’ or any else that can fill the blank after ‘Florida’. It is natural to find this ‘deletion’ as ‘Bill’ build a political context. ‘Bill’ indicates that the agent who has the authority to sign a policy by issuing a bill. Thus, the word ‘government’ does not need to be put in the headline.

3.1.1.2. Imperative with implicit discourse deictic reference

The use of imperative to create a clickbait is also normal found in online article, especially in online advertisement. However, some online news, especially fake news, attract reader’s eye with this forward reference technique. The technique forces the reader to find a statement as what ‘clickbait’ asks to the reader. Some fake news on Snopes.com can be a good data to know the use of this technique.

Imperative 1

Read Hillary Clinton's 'Basket of Deplorables' Remarks About Donald Trump Supporters

Speaking at a fundraiser in New York City on Friday, Hillary Clinton said half of Donald Trump's supporters belong in a "basket of deplorables" characterized by "racist, sexist, homophobic, xenophobic, Islamophobic" views

As you look at the headline, it is interesting that I find this unique clickbait. This clickbait asks the reader to read a piece of speech text from Hilary Clinton about Trump. The headline refers to a transcript from Hilary's speech. The headline itself contains a language feature, the use of **imperative with implicit discourse deictic reference**, signifying with the use verb in the beginning (*Read Hilary Clinton's Basket of Deplorable remarks about Donald Trump Supporters*). In my point, it is different use from imperative feature shown by Blom and Hansen. Blom and Hansen argued if the use of imperative is one of ellipsis to cover the agent. However, in this headline, the use of imperative in headline is intended to readers, so there is also obligatory point that makes readers click this clickbait.

3.1.1.3. General noun with implicit deictic reference

The use of general noun as clickbait may look common in readers' view, but surprisingly this technique is quite effective as clickbait in either online news or online fake news. Some data were shown to make the use of general noun clear.

General noun 1

Julia Gillard Tells Muslims To Adapt or Leave

written by [Brett M. Christensen](#) January 11, 2013

W O W ! She Did It Again!!!Australia says NO — This will be the second Time Julia Gillard has done this!She sure isn't backing down on her hard line stance and one has to appreciate her belief in the rights of her native countrymen. A breath of fresh air to see someone lead. Australian Prime Minister does it again!! The whole world needs a leader like this! ...

From this news, I figured out that the headline employs a noun 'Muslims' to refer immigrants living in Australia. This is a different use of **general noun with implicit deictic reference** stated by Blom and Hansen as the word 'Muslims' is in form of plural and it is not added with definite article 'the'. It denotes that Julia Gilard referred the words to all Muslims, not Muslim terrorists who may actually make a rampage. Thus, as this news is determined as a fake news, the use of referent does not fit the context. The use of 'Muslims' to refer people who live and embrace Islam as their religion means that it generalizes all Muslims do violence though every religion teaches its followers to live in love and peace. It is a compelling findings that plural nouns can be used as forward reference to a referent in a news content.

General noun 2

Prime Minister Issues Friendly Reminder To UK Parents That The State Owns Their Children

LONDON—Upon the news of a high court ordering life support removed from 2-year-old Alfie Evans, English Prime Minister

Theresa May issued a brief, friendly reminder to citizens of the U.K. that the all-powerful state actually owns their children....

This news employs a language feature, proper noun or **general nouns with a deictic reference** in a headline to refer a person in the news. 'Prime Minister' refers following another proper noun Theresa May, UK Prime Minister. Somebody may wonder what Prime Minister acted to adopt a two-year child. This headline also employs the use of demonstrative pronoun in the word 'their children', 'Their children' refers to a boy, Alfie Evans. The description of Evans is explained in the news content, so that the reader must click the headline to know 'the children' being referred. 'Their children' also refers to all citizen's to remind parents that all children are legally own by the state. It means that UK government guarantees rights of children and are ready to fund their needs.

The headline here is not effective because the use of general nouns here must be explained in the next phrase that the reminder was issued in UK. It does not optimize the relevance in the story. It will be better if 'Prime Minister' here is replaced with 'Theresa May' as it holds wider context. 'Theresa May' also possesses 'a high value' as news item in headline. The headline uses the general nouns as a clickbait to veil 'Theresa May', so that the reader must continue reading by clicking the link. It proves that the news truth can be put into question why such headline is used as clickbait.

General noun 3

BREAKING: Black Alabama Running Back Loses Scholarship Over SICK Anti-Trump Outburst

When President Trump attended the NCAA national football championship game Monday he just wanted to see some football, but the players decided to bring politics to the game — especially Atlanta running back Bo Scarbrough, who won liberals’ hearts by acting like the trash he is.

Video that has gone viral among unpatriotic scumbags shows Scarbrough screaming “fuck Trump” as he walks with his team to the field. Other unidentified players joined in

The headline employs ‘**general noun with implicit deictic reference**’ as clickbait to disguise the agent. It lures the reader to click who running back is. It refers to Atlanta running back, Bo Scarbrough. He was caught off as he made funny with Trump in a video. Moreover, he cussed in that video. The use of general noun is sometimes used in online news as forward-reference technique to make the reader curious and click the news. It is obvious as currently online news is likely to gather viewers than the quality of news.

General Noun 4

Melania Just Hit Donald Trump With Shocking Announcement He Never Saw Coming

Donald does his best to play nice with his wife when the cameras are rolling, but everyone knows that his marriage is on the rocks and that their marriage essentially enslaves Melania.

In most instances, Melania appears disgusted beyond belief when she appears alongside Donald. One of the only photos she smiled

in during Trump’s presidency was taken at Barbara Bush’s funeral alongside the Obamas and Clintons . . .

This headline employs a language feature, **general noun with implicit deictic reference**. However, ‘a shocking announcement’ does not point out to any entity in the text. This language feature makes the reader do investigation about ‘the announcement’ in the whole news. It makes us be cautious as it may be a fake news. In Snopes.com, it is obviously a fake news. In addition, as mentioned before, the headline is considered as clickbait to gather viewers to read the news.

General noun 5

BREAKING: Federal Judge Nullifies PA Election Results For ‘Wide-Scale Voter Fraud’

Judge Marshawn Little has thrown out the results of the Pennsylvania special election, calling them “tainted beyond reproach.” According to the Pennsylvania Secretary of State, 22K more people voted than were registered.

The 45th Federal Appeals Court of Westmoreland County found that 22K possible cases of fraud were more than enough to call for a new, ID required special election. A new date will be announced when the logistics have been sorted out.

This is a breaking story. More details will be added as we hear them.

The researcher finds a linguistic feature represented in two different words, ‘Federal Judge’ and ‘Wide-scale voter fraud’ employed in the headline. ‘Federal Judge’ refers to ‘Marshawn Little’ and ‘Wide-scale voter fraud’ refers to a fraud on Pennsylvania special election where there was 22 thousand unregistered people voted. Between those different

referents, ‘wide-scale voter fraud’ plays important role in building context in the text. It is signified by the use ‘wide-scale’ as indication to a large number of voters which is explained in the news content. Thus, the headline employs **general noun with an implicit deictic reference**, allowing the reader to find the exact number of unregistered voter in Pennsylvania.

3.1.1.4. **Ellipsis of obligatory argument**

Ellipsis is one of forward reference technique characterized with the omission a word or a group of word. Ellipsis can result to concealment of the agent or doer in a news. Ellipsis in a news is also one of framing technique. Some data were shown to make the use of ellipsis clear to understand.

Ellipsis 1

BREAKING: Sarah Huckabee Sanders Is Being Replaced

Rumor has it that Sarah Huckabee Sanders has lost the confidence of the President and will be replaced. No, not by Stormy Daniels. We apologize for the cover photo, our site was hacked by a feminazi liberal named Amanda

This news revealed the use of **ellipsis of obligatory arguments** or deletion in its headline which omits what position is left by Sarah Huckabee. For somebody who knows Sarah Huckabee, this headline may not get the curiosity, but it still leads to point out who Sarah Huckabee is. News unveiled that Sarah is a president from a product. We, however, have to know who Sarah actually is. Therefore, it is necessary to look for her

identity by browsing her in Google. The news makes us more comprehend the forward reference technique by the use of deletion to trigger curiosity among readers.

Ellipsis 2

Brett Decker: ‘Trump in One Year Is Already Better Than 16 Years’ of Bush, Obama ‘Put Together’

Trump in one year is already better than sixteen years of [George W. Bush and Barack Obama] put together,” said former *Wall Street Journal* editor Brett M. Decker, pointing to a current **17-year high** in consumer confidence.

Decker, an expert on Asia and the bestselling author of *Bowing to Beijing: How Barack Obama Is Hastening America’s Decline and Ushering a Century of Chinese Domination*, joined Friday’s edition of SiriusXM’s *Breitbart News Tonight* with Breitbart News’s Executive Chairman Stephen K. Bannon and Senior Editor-at-Large Rebecca Mansour....

The news employs the use of deletion or **ellipsis of obligatory arguments**. In the headline, it says that Trump did a better job or possessed better policies than Obama and Bush’s. It means that the headline omits the word ‘policy’ or ‘leadership’ that must follow ‘Trump’. It is because the existence of word such as ‘Trump’, ‘Obama’, and ‘Bush’ build the context of US president. Despite building the context, it also leads to a narrative story as it results from some details and opinions which are explained further in the text.

3.1.1.5. Personal pronoun

The use of personal pronoun in a headline is quite similar to the use of ellipsis, concealing the agent or doer. However, the difference is

that personal pronoun is more look like a clickbait than ellipsis. To make the use of personal pronoun clear to understand, some data were shown below.

Personal pronoun 1

Trump's Older Sister worries about him: Donnie's Acting Like A Nutjob

Trump's older sister is not happy about the behavior of her little brother, the President of the United States.

Maryanne Trump Barry, Donald Trump's older sister and a United States Circuit Judge, told reporters over the weekend, "Donnie's not acting right."

The 80-year-old also says she believes that President Trump might be forgetting to take his pills

This headline employs the use of **personal pronoun** (Trump's older sister) in form of noun phrase to refer an entity in a news content. It is proved the use of 'Trump's older sister' instead of 'Maryanne Trump'. It can lead to curiosity and statement said by Maryanne Trump about her brother. It is a unique as Trump may have more sisters in his family, but the word refers merely to Maryanne Trump. In the news, it leads to Maryanne's opinion about Trump's current personal traits which does not make her happy. The use of pronoun is effective since people will think if Trump's current personality worries his sister and it is common that several people hate him.

3.1.1.6. Adverb

The use of adverb as a clickbait may be as strong as the use of personal pronoun. Adverb is one of forward reference technique which is used in a great number in some online article or the video titles. To know the use of adverb in a fake news, some data were shown.

Rob Porter is my ex-husband. Here's what you should know about abuse.

Colbie Holderness was the first wife of former White House staff secretary Rob Porter.

White House counselor Kellyanne Conway said Sunday that she has no reason not to believe statements that Jennifer Willoughby and I have made about our ex-husband, former White House aide Rob Porter. I actually appreciated her saying that she at least did not *not* believe us

The headline of news employs a language feature, **adverbs 'here'**. 'Here' refers to an opinion or statement about abuse in the news content supported by several facts. The opinion is stated by Kellyanne Conway about Rob Porter's scandal. Rob Porter is ex-White House staff which is expelled recently due to his domestic abuse to his wife, Colbie Holderness. Conway stated Colbie's suffering after abuse committed by Rob Porter. Thus, the headline attempts to lead Conway's statement conveyed in the news. The reader may click to look for what Conway said about abuse.

3.1.1.7. Demonstrative pronoun

As the use of personal pronoun, the use of demonstrative pronoun is quite strong as a clickbait. Some data were shown to make the use of demonstrative pronoun clear to understand.

Trump Orders to Remove Obama Highway Name and Put This New Highway Name ? Do you support him?

... “(The street is) symbolic of racism, symbolic of the clan, symbolic of cross burnings and today we are stepping up to a new day, a new era,” said the mayor of Riviera Beach.

While it was indeed true that in the past there was some KKK activity in the Riviera Beach and the mayor may want to distance themselves from that. To believe that they can hold the name “Dixie” accountable for such history borders between insult and stupidity.

There is nothing racist with either “Dixie” or Confederate monuments. They are part of the American history and are part of a rich culture that goes beyond whatever bad liberals may want to attach to it ...

This headline employs **demonstrative pronoun ‘this’** to disguise the new highway name replacing Obama Highway. This news causes some chaotic effect by reporting the replacement Obama Highways with the disguised name. In addition, it leads to a narrative story containing some opinion about Obama’s performance during his presidency. ‘This’ may refer indirectly to the word ‘Dixie’ as there is no clear statement that this word will replace Obama as new highway. However, in paragraph 4 line 3 and 4, I infer that Dixie will replace Obama Highway.

3.1.2. Dor’s Relevance Optimizer

Relevance Optimizer is a theory proposed by Dor which is used to analyze how the headline from the news give the impact to the reader. Dor’s relevance optimizer consist of 3 techniques; maximal amount of contextual effect, minimum amount of processing effort.

3.1.2.1. **Minimum amount of processing effort**

Minimum amount of processing effort is a technique when the writer employs a headline with a less but clear information, so that news is conveyed unambiguous.

Minimum amount of processing effort 1

Julia Gillard Tells Muslims To Adapt or Leave

written by Brett M. Christensen January 11, 2013

W O W ! She Did It Again!!!Australia says NO — This will be the second Time Julia Gillard has done this!She sure isn't backing down on her hard line stance and one has to appreciate her belief in the rights of her native countrymen. A breath of fresh air to see someone lead. Australian Prime Minister does it again!! The whole world needs a leader like this! ...

The news employs '**minimum amount of processing effort**' by being short and clear. It reduces efforts for the readers to understand what news tell about. In addition, the headline is in form of statement from Australian Prime Minister about her attitude to Muslim living in Australia. However, the use of verb 'tells' does not look as a strong argument as the headline. It will be better if it uses 'states' instead of 'tells'.

Minimum amount of processing effort 2

Did Florida Pass a Bill Legalizing Recreational Use of Marijuana?

Orlando, Fl. – Weed smokers rejoice, The state of Florida can now be added to the growing list of US states that have past bills to legalize the use marijuana

The headline is conveyed clear and unambiguous. It lessens the readers' effort to understand the headline. Therefore, the headline employs '**minimum amount of processing effort**'. This news is about a confirmation if Florida signed and legalized a new bill about the use of marijuana. It is conveyed without reducing some information in the headline. By being clear and unambiguous, it increases the relevance of news story in the headline.

Minimum amount of processing effort 3

BREAKING: Federal Judge Nullifies PA Election Results For 'Wide-Scale Voter Fraud'

Judge Marshawn Little has thrown out the results of the Pennsylvania special election, calling them "tainted beyond reproach." According to the Pennsylvania Secretary of State, 22K more people voted than were registered.

The 45th Federal Appeals Court of Westmoreland County found that 22K possible cases of fraud were more than enough to call for a new, ID required special election. A new date will be announced when the logistics have been sorted out.

This is a breaking story. More details will be added as we hear them.

The headline maximizes the relevance in the news story to the reader by not mentioning numbers in the headline as a way to make the headline clear and it will not give some unnecessary details to the reader. As a result, the message is very clear to understand. Dor argued that this feature can be explained to '**minimum amount of processing effort**' allowing the readers to investigate a case offered by the news in a news content.

Minimum amount of processing effort 4

Trump Orders to Remove Obama Highway Name and Put This New Highway Name ? Do you support him?

... “(The street is) symbolic of racism, symbolic of the clan, symbolic of cross burnings and today we are stepping up to a new day, a new era,” said the mayor of Riviera Beach.

While it was indeed true that in the past there was some KKK activity in the Riviera Beach and the mayor may want to distance themselves from that. To believe that they can hold the name “Dixie” accountable for such history borders between insult and stupidity.

There is nothing racist with either “Dixie” or Confederate monuments. They are part of the American history and are part of a rich culture that goes beyond whatever bad liberals may want to attach to it ...

The kind of headline is typical in online news. However, it looks that the title is a bit forced. The headline likely forces the reader to agree that Obama Highway is not supposed to be removed. It is natural as it contains an apparent clickbait. The headline is not short and clear as it is generated with compound sentence signified by the use ‘and’ to coordinate two main clauses. The editor can make it simple and more direct. Thus, it **violates** Dor’s relevance optimizer, ‘**minimum amount of processing effort**’.

3.1.2.2. Maximum amount of contextual effect

Maximum amount of contextual effect is technique in a headline to attract the reader’s attention by optimizing either the agent/doer or an object in a news. Some data were found to give clearer understanding about this technique.

Maximum amount of contextual effect 1

Did London's Mayor Encourage Muslims to Riot During Trump's UK Visit?

London Muslim mayor incited Islamic-based hatred against president Trump. He took every opportunity to lash out at the US president for daring to criticize Islam and to ban terrorists from entering America.

Now he warns Trump not to come to the UK because "peace-loving" Muslims who represent the "religion of peace" will have to riot, demonstrate and protest during his visit to the UK. Sadiq Khan himself incited hatred against the US president among British Muslims. Shame on a Muslim mayor of London

This headline uses London's Mayor to refer Sadiq Khan. Dor argued that the use of name is better than stating the position of person as it maximizes contextual effects. However, we have to know what targets this online headline is published. As it is stated in "Free Speech Time" which targets is that many viewers will take a peek on the website, the use of this general noun is accepted, though it contradicts with the Dor's principle, new names and concepts as the **maximal amount of contextual effect**. Dor stated the use of name instead of the position will cause information loss. Thus, the editor must consider to whom headline is read. It is different if the participant is May Theresa, a UK Prime Minister, who always appears in international public.

Maximum amount of contextual effect 2

Read Hillary Clinton's 'Basket of Deplorables' Remarks About Donald Trump Supporters

Speaking at a fundraiser in New York City on Friday, Hillary Clinton said half of Donald Trump's supporters belong in a

“basket of deplorables” characterized by “racist, sexist, homophobic, xenophobic, Islamophobic” views

The headline puts ‘Basket Deplorable’ which refers to Hilary Clinton’s speech talking about Donald Trump supporters. Dor argued that it is one of relevance optimizing, **maximal amount of contextual effect**, as the editor chooses a speech title as the headline that leads to curiosity among readers about its content which is also included in the news content.

Maximum amount of contextual effect 3

BREAKING: Black Alabama Running Back Loses Scholarship Over SICK Anti-Trump Outburst

When President Trump attended the NCAA national football championship game Monday he just wanted to see some football, but the players decided to bring politics to the game — especially Atlanta running back Bo Scarbrough, who won liberals’ hearts by acting like the trash he is.

Video that has gone viral among unpatriotic scumbags shows Scarbrough screaming “fuck Trump” as he walks with his team to the field. Other unidentified players joined in

What intrigues the researcher in this headline is how a loss scholarship is connected with anti -Trump move. As reported, Bo Scarborough lost his scholarship as he cussed to Trump. This headline employs ‘**maximal amount of contextual effect**’ by making the headline interesting. Many people hate Donald Trump due to his controversial policy and the headline shows that whoever made funny to Trump, they will get what they do.

Maximum amount of contextual effect 4

Melania Just Hit Donald Trump With Shocking Announcement He Never Saw Coming

Donald does his best to play nice with his wife when the cameras are rolling, but everyone knows that his marriage is on the rocks and that their marriage essentially enslaves Melania.

In most instances, Melania appears disgusted beyond belief when she appears alongside Donald. One of the only photos she smiled in during Trump's presidency was taken at Barbara Bush's funeral alongside the Obamas and Clintons . . .

What make this headline compelling to read is the use of clickbait.

The clickbait is represented in a noun phrase 'shocking announcement'.

Though it does not refer to any entity, it leads the readers to what news story offers to present in a news story. It indicates some conflict which may appear between Melania and Donald Trump. The headline employs '**maximal amount of contextual effect**' as its relevance optimizer by putting an interesting headline. By putting interesting headline, it will raise some assumption among readers about the rumor.

Maximum amount of contextual effect 5

Did Denzel Washington Say Trump’s Election Saved Us From an ‘Orwellian Police State’?

Donald Trump’s election victory saved the United States from the establishment of an “*Orwellian police state*” in the hands of Democrats who would have used the same authoritarian tactics “*over and over again*” to “*circumvent the will of the people in future elections,*” according to Denzel Washington

The news employs ‘**a maximal amount of contextual effect**’ by putting a new term, ‘Orwellian State’. This leads to the election context that ‘Orwellian State’ refers to the assumption that Hilary Clinton will create a police state. Whether it is true or not, it makes readers want to know the ‘Orwellian State’. It will be different if the editor showed the term of ‘police state’ as the headline. It is not new and readers understand the meaning. In addition, it does not include the same contextual effect as ‘Orwellian State’. Orwellian State, as mentioned by Denzel, brings a great impact in formulating this fake news.

3.1.2.3. Right context for interpretation

Right context for interpretation is a technique when the writer highlights some phrases to give more impacts in a headline. Some data were shown to give clearer understanding about this technique.

Right context for interpretation 1

Prime Minister Issues Friendly Reminder To UK Parents That The State Owns Their Children

LONDON—Upon the news of a high court ordering life support removed from 2-year-old Alfie Evans, English Prime Minister Theresa May issued a brief, friendly reminder to citizens of the U.K. that the all-powerful state actually owns their children....

The headline here is not effective because the use of general nouns here must be explained in the next phrase that the reminder was issued in UK. It does not optimize the relevance in the story. It will be better if ‘Prime Minister’ here is replaced with ‘Theresa May’ as it holds wider context. ‘Theresa May’ also possesses ‘a high value’ as news item in headline. The headline uses the general nouns as a clickbait to veil ‘Theresa May’, so that the reader must continue reading by clicking the link. It proves that the news truth can be put into question why such headline is used as clickbait. On the other hand, the headline violates ‘**right context for interpretation**’ as the relevance optimizer in a news story because the headline does not optimize the use of names and concepts in the headline. Thus, the sentence in the headline is not effective.

Right context for interpretation 2

Did Barack Obama Announce a Bid to Become UN Secretary General?

Barack Obama has announced plans to become secretary general of the United Nations, allowing him to advance his globalist agenda on the world’s stage.

According to Al-Jarida, Obama has no intention to step away from the spotlight, much to the dismay of other world leaders **such as Israeli Prime Minister Benjamin Netanyahu**:

Israeli Prime Minister Benjamin Netanyahu reportedly is planning payback for President Obama's dismissing Mr. Netanyahu's objections to the Iran nuclear deal last year. Mr. Netanyahu is said to be rallying moderate Arabs to thwart Mr. Obama's bid to become the Secretary-General of the United Nations after he leaves the White House next year....

Talking about its context, the headline perfectly connected the news story as there is a possibility that Obama will take position of Secretary General due to Hilary's loss in US election from Donald Trump and he is also against with Trump's policy. The readers will assume the next possible action taken by Obama.

From this point, the headline maximizes the story relevance with the principle, '**right context for interpretation**'. The use of interrogative sentence makes this headline more interesting because it asks if the news is true or not. The use of following verb phrase is good to as it uses declarative verb 'announce' and it follows with a noun phrase 'a bid' to show the essence of news. It is a good title for argumentative news.

Right context for interpretation 3

Brett Decker: 'Trump in One Year Is Already Better Than 16 Years' of Bush, Obama 'Put Together'

Trump in one year is already better than sixteen years of [George W. Bush and Barack Obama] put together," said former *Wall Street Journal* editor Brett M. Decker, pointing to a current **17-year high** in consumer confidence.

Decker, an expert on Asia and the bestselling author of *Bowing to Beijing: How Barack Obama Is Hastening America's Decline and Ushering a Century of Chinese Domination*, joined Friday's edition of SiriusXM's *Breitbart News Tonight* with Breitbart News's Executive Chairman Stephen K. Bannon and Senior Editor-at-Large Rebecca Mansour....

This news was issued after one year of Donald Trump presidency and it emphasized the good quality of Trump compared to previous presidents. The headline maximizes the relevance of news story by connecting to the current event as it follows Dor's relevance optimizer, '**right context for interpretation**'. The use of ellipsis here looks natural that it leads readers to point directly the omission word is policy as there are two presidents mentioned in the headline.

The editor of news chose this headline as Trump shows several policies to the public. The comparison of Trump's policies with the previous presidents is interesting to follow. It also triggers some inquiries among readers as I am sure that the readers will not believe this argument as Trump's policies are mostly controversial.

Right context for interpretation 4

Trump's Older Sister worries about him: Donnie's Acting Like A Nutjob

Trump's older sister is not happy about the behavior of her little brother, the President of the United States.

Maryanne Trump Barry, Donald Trump's older sister and a United States Circuit Judge, told reporters over the weekend, "Donnie's not acting right."

The 80-year-old also says she believes that President Trump might be forgetting to take his pills

I argue that the headline attempted to connect the news story with some controversial policy made by Donald Trump. The headline is made with common assumptions as it is not uncommon to have a sister worry his little brother. The use of personal pronoun here is a right decision as it makes the headline interesting. The headline employs ‘the **right context for interpretation**’ as relevance optimizer. What is emphasized in the headline is Trump’s personal trait which changes after he was elected as president of US.

Right context for interpretation 5

Rob Porter is my ex-husband. Here’s what you should know about abuse.

Colbie Holderness was the first wife of former White House staff secretary Rob Porter.

White House counselor [Kellyanne Conway](#) said Sunday that she has no reason not to believe statements that Jennifer Willoughby and I have made about our ex-husband, former White House aide Rob Porter. I actually appreciated her saying that she at least did not *not* believe us

The headline optimized the relevance by connecting Rob Porter with ‘abuse’. This technique fulfils Dor’s relevance optimize, ‘**the right context for interpretation**’. The word abuse here attaches to Rob Porter after he was supposed to commit domestic violence to his former wife, Colbie Holderness. In online news, this kind of headline really catches reader’s attention. This headline seems to offer reader with more

information with wider context by interrelating Rob Porter and ‘abuse’. However, as it employs the word ‘here’ as clickbait and it looks that it forces the readers to click the news.

Right context for interpretation 6

BREAKING: Sarah Huckabee Sanders Is Being Replaced

Rumor has it that Sarah Huckabee Sanders has lost the confidence of the President and will be replaced. No, not by Stormy Daniels. We apologize for the cover photo, our site was hacked by a feminazi liberal named Amanda

The choice of ‘Sarah Huckabee Sanders’ as the agent (‘doer’) maximize the relevance of news story as it possesses ‘a high news value’ instead of ‘the owner of Stormy’. The headline employs ‘**the right context as interpretation**’ as its relevance optimizer because it is more direct and can lead to a wider context in a news story.

3.2. Discussion

This present research shows that a headline employs various types forward reference and relevance optimizer in a fake news. It proves that ways in presenting a headline can vary depends on the topics and readers. Moreover, the findings reveal that a headline employs a type of both relevance optimizer and forward-reference technique which is more dominant than others. On the other hand, some data show that there is relationship between the use of forward reference and relevance optimizer, so the news is able to attract reader’s attention.

These findings will be discussed and elaborated below.

3.2.1. Types of Forward-Reference and Relevance Optimizer in Fake News Headline

Based on the analysis, the headline dominantly used one of forward reference technique, general noun with implicit deictic reference and one of relevance optimizer, right context for interpretation. Some fake news use general noun to veil the name of agent/doer, but the other news use general noun to increase the contextual effect from the news. The data are shown below to know what the researcher found in the findings.

| No | Data | Types of Forward Reference | Analysis |
|----|--|---|---|
| 1. | Did Denzel Washington Say Trump's Election Saved Us From an 'Orwellian Police State'? | Interrogative referring to an answer in the full text | Did signifying interrogative sentence |
| 2. | Did London's Mayor Encourage Muslims to Riot During Trump's UK Visit? | Interrogative referring to an answer given in the full text | Did signifying interrogative sentence |
| 3. | Read Hillary Clinton's 'Basket of Deplorables' Remarks About Donald Trump Supporters | Imperative with implicit deictic reference | V1(Read) in early sentence signifying imperative sentence |
| 4. | Julia Gillard Tells Muslims To Adapt or Leave written by Brett M. Christensen January 11, 2013 | General noun with implicit deictic reference | Muslims here referred as a general Muslims, not Muslim Terrorist |
| 5. | BREAKING: Sarah Huckabee Sanders Is Being Replaced | Ellipsis of Obligatory Argument | Omission of agent's position (... replaced from her CEO) |
| 6. | Prime Minister Issues Friendly Reminder To UK Parents That The State Owns Their Children | General noun with implicit deictic reference | The use of Prime Minister framing Theresa May (UK Prime Minister) |
| 7. | Did Barack Obama Announce a Bid to Become UN Secretary | Interrogative referring to an answer given in the | Did signifying interrogative |

| | General? | full text | sentence |
|-----|--|---|---|
| 8. | Brett Decker: ‘ Trump in One Year Is Already Better Than 16 Years’ of Bush, Obama ‘Put Together’ | Ellipsis of obligatory argument | Omission of presidency; policy; or leadership from its agent (Trump, Bush Obama) |
| 9. | Trump’s Older Sister worries about him: Donnie’s Acting Like A Nutjob | Personal pronoun | The use of personal pronoun instead of Maryanne Trump (framing) |
| 10. | Rob Porter is my ex-husband. Here’s what you should know about abuse. | Adverb | The use of adverb referring to opinion or statement of abuse |
| 11. | BREAKING: Black Alabama Running Back Loses Scholarship Over SICK Anti-Trump Outburst | General noun with implicit deictic reference | The use of general noun referring to the person (Bo Scarborough) on the news |
| 12. | Trump Orders to Remove Obama Highway Name and Put This New Highway Name ? Do you support him? | Demonstrative pronoun | The use of demonstrative pronoun referring to the object in the news (A New Highway Name replacing Obama’s Highway) |
| 13. | Did Florida Pass a Bill Legalizing Recreational Use of Marijuana? | Interrogative referring to an answer given in the full text | Did signifying interrogative sentence |
| 14. | Melania Just Hit Donald Trump With Shocking Announcement He Never Saw Coming | General noun with implicit deictic reference | The use of general noun as clickbait to a related object (Shocking Announcement) |
| 15. | BREAKING: Federal Judge Nullifies PA Election Results For ‘Wide-Scale Voter Fraud’ | General noun with implicit deictic reference | The use of general noun as clickbait to a related object (Wide-Scale Voter Fraud) |

Table 1. The use of forward referring technique found in Snopes.com and hoax-salyer.com

Based on the data, we can view 5 fake news use a general noun with implicit deictic reference, 4 fake news use interrogative referring to an answer given in the full text, 2 fake news use ellipsis of obligatory arguments, 1 fake news uses imperative with implicit discourse deictic reference, 1 fake news uses personal pronoun, 1 fake news uses demonstrative pronoun, and 1 fake news uses adverb. As you look at the table, the gap between the use of general noun with implicit deictic reference and interrogative referring to an answer given in the full text is only 1 datum. If the researcher attempted to add some data, interrogative referring to an answer given in the full text may be dominantly used in some fake news. Unfortunately, some data cannot be accessed or lost, though some data from Snopes.com or hoax-slayer.com are sufficient.

Surprisingly, this result of research is in line with the research conducted by Blom and Hansen whose theory I used to conduct this research. Blom and Hansen (2014) argued that 344 of 2000 coded online news headline employ forward-reference. Moreover, the use of general noun with implicit deictic reference is dominantly used in a headline with 119 online news. Though the ratio is not the same with Blom's data, the findings is quite credible to show the dominance use of general noun with implicit deictic reference. The dominance is also shown in Blom's findings.

| Forward-referring expressions | Occurrences |
|-------------------------------|-------------|
| General nouns | 119 |
| Adverbs | 111 |
| Ellipses | 47 |
| Interrogatives | 45 |
| Demonstrative pronouns | 24 |
| Personal pronouns | 12 |
| Definite articles | 3 |

Table 2. Blom's findings about the use of forward referring in headlines from tv

The use of relevance optimizer by Dor which is intended to assist the theory proposed Blom and Hansen is essential to show here. This table shows the dominance use from one of relevance optimizer in fake news headline.

| No | Data | Types of Relevance Optimizer | Analysis |
|----|--|-------------------------------------|--|
| 1. | Did Denzel Washington Say Trump's Election Saved Us From an ' Orwellian Police State '? | Maximum amount of contextual effect | Widen the context with the word " Orwellian State " meaning " Police State " (related to the next Hilary's policy) |
| 2. | Did London's Mayor Encourage Muslims to Riot During Trump's UK Visit? | Maximum amount of contextual effect | Framing Sadiq Khan with the phrase " London's Mayor " |
| 3. | Read Hillary Clinton's ' Basket of Deplorables ' Remarks About Donald Trump Supporters | Maximum amount of contextual effect | Mentioning " Basket Deplorable " which is a main topic of Hilary's speech. |
| 4. | Julia Gillard Tells Muslims To Adapt or Leave written by Brett M. Christensen January 11, 2013 | Minimum amount of processing effort | The headline is conveyed clear and brief. |
| 5. | BREAKING: Sarah Huckabee Sanders Is Being Replaced | Right context for interpretation | Choosing the name instead of the position in the company (Sarah Sanders) |
| 6. | Prime Minister Issues | (Violation) Right context | The use of Prime |

| | | | |
|-----|--|--|--|
| | Friendly Reminder To UK Parents That The State Owns Their Children | for interpretation | Minister framing Theresa May (UK Prime Minister) was not effective |
| 7. | Did Barack Obama Announce a Bid to Become UN Secretary General? | Right context for interpretation | Choosing Obama instead of ‘ American President ’ followed by the verb “ announce ” indicating the essence of news |
| 8. | Brett Decker: ‘ Trump in One Year Is Already Better Than 16 Years’ of Bush, Obama ‘Put Together’ | Right context for interpretation | Omission of presidency; policy; or leadership from its agent (Trump, Bush Obama) lead to possible assumptions |
| 9. | Trump’s Older Sister worries about him: Donnie’s Acting Like A Nutjob | Right context for interpretation | The use of personal pronoun instead of Maryanne Trump (framing) to make Trump’s personality as the main focus. |
| 10. | Rob Porter is my ex-husband. Here’s what you should know about abuse . | Right context for interpretation | Connecting the agent with the main problem (Rob Porter and abuse) |
| 11. | BREAKING: Black Alabama Running Back Loses Scholarship Over SICK Anti-Trump Outburst | Maximum amount of contextual effect | Framing Bo Scarborough with a phrase “ Black Alabama Running Back ” to make disinterest in Trump’s policy more apparent. |
| 12. | Trump Orders to Remove Obama Highway Name and Put This New Highway Name ? Do you support him? | (Violation) Minimal amount of processing effort | Too many words used in headline and some are ineffective |
| 13. | Did Florida Pass a Bill Legalizing Recreational Use of Marijuana? | Minimum amount of processing effort | The headline is conveyed clear and brief |
| 14. | Melania Just Hit Donald Trump With Shocking Announcement He Never | Maximum amount of contextual effect | The use of general noun as clickbait to a related object |

| | | | |
|-----|---|-------------------------------------|---|
| | Saw Coming | | (Shocking Announcement) creates some possible assumptions |
| 15. | BREAKING: Federal Judge Nullifies PA Election Results For 'Wide-Scale Voter Fraud' | Minimum amount of processing effort | The headline is conveyed clear and brief |

Table 3. The use of relevance optimizer in headline in snopes.com and hoax-

The data shows that the right context for interpretation with 6 of 15 data. It is quite reasonable the use of right context is more emphasized in making headline in the news. It is intended to make the headline looks compatible with the news content. It can be gained by avoiding unknown presupposition, connecting with a related event and prior assumption, putting names and concepts which possess 'a high news value', and framing the story. From these techniques, the headline dominantly attempts to connect news story with related event to gain some interpretation from readers. In addition, it also raises reader's assumption to an event which is talked in the news.

The use of maximum amount of contextual effect is also frequently used in the headline with 5 of 15 data. The use is characterized with attractive or bombastic headline. The news maker creates headline by picking the argument which potentially raises some possible event will occur the next. The result is that readers may be intrigue with the next action taken by the agent/doer.

Finally, the use of minimum amount of processing effort is shown by 4 of 15 data. Those data are characterized with a short, clear and unambiguous headline. Moreover, by being short and clear, it reduces processing to decode information in a headline. The reader is led directly to the context which is talked about in a headline. The variety use of relevance optimizer in online fake news shows that the headline is optimized in some purposes whether it is to attract reader's attention or to veil some message in news content.

However, as you look at the table, you will infer that each category gap is only 1 datum. It means the use of relevance optimizer varies depending on who will read the news. There is no absolute technique to optimize the relevance between headline and the news. Though this technique does not need to look the content to analyze, the relevance headline and the content can be predicted from who the agent is or which event is used by the writer and editor to create some possible events with the use of the right agent or object.

3.2.2. The Relation Between Headline and News Content in Fake News

As the use of relevance optimizer in creating headline, you are able to know the possible event or content will appear in the whole news. The use of relevance optimizer may be assisted with the use of forward reference technique as a clickbait for readers. A table is shown below to know the relation between the use of forward reference and relevance optimizer.

DP: *Demonstrative Pronoun*
PP : *Personal Pronoun*
A : *Adverb*
EO : *Ellipsis of Obligatory Argument*

| | | | | | | | | | | |
|----|--|---|---|---|--|---|---|---|---|---|
| 9 | Trump's Older Sister worries about him: Donnie's Acting Like A Nutjob | | ✓ | | | | | ✓ | | |
| 10 | Rob Porter is my ex-husband. Here's what you should know about abuse . | | | ✓ | | | | | | ✓ |
| 11 | BREAKING: Black Alabama Running Back Loses Scholarship Over SICK Anti-Trump Outburst | | | | | | ✓ | | ✓ | |
| 12 | Trump Orders to Remove Obama Highway Name and Put This New Highway Name ? Do you support him? | ✓ | | | | | | ✗ | | |
| 13 | Did Florida Pass a Bill Legalizing Recreational Use of Marijuana? | | | | | ✓ | | ✓ | | |
| 14 | Melania Just Hit Donald Trump With Shocking Announcement He Never Saw Coming | | | | | | ✓ | | ✓ | |
| 15 | BREAKING: Federal Judge Nullifies PA Election Results For 'Wide-Scale Voter Fraud' | | | | | | ✓ | ✓ | | |

Table 4. Relation between the use of forward reference and relevance optimizer based on findings

From the table, we can infer that every forward reference technique interrelates with the use of relevance optimizer. Take one of example, *Melania Just Hit Donald Trump With **Shocking Announcement** He Never Saw Coming*, the use of 'general noun with implicit deictic reference' is really great clickbait. The reason is because of that phrase covers the context

which will be further explained in the whole article. Covering the context like the headline did is an application of “maximum amount of contextual effect” as the relevance optimizer in a headline. The headline now has some possibilities of context. It can be a great information, extra, or trash information.

The researcher found another example in a headline “Black Alabama Running Back Loses Scholarship Over SICK Anti-Trump Outburst”. The use of general noun of Black Alabama Running Back” might consider that if the writer used the name instead of position, the headline would be not interesting as the running back was not a famous professional American football player (look at the word “Scholarship”). The use of player position is good because it does not relate to politics or politician. Furthermore, it indicated that Trump’s election impacted to every aspect of American life, not only in politics of economy.

The other example is found in a headline, “Did London’s Mayor Encourage Muslims to Riot During Trump’s UK Visit?”. The clickbait looks apparently when using this forward reference technique though it is usual. However, if it is viewed in Dor’s relevance optimizer, it possesses some features (phrases) that can increase the quality of headline. Look at the framing technique from the use of subject “London’s Mayor” or object “Muslims”. The context may widen. From the subject “London’s Mayor”, we may ask to ourselves why the writer did not mention the name than his position. In discourse view, this framing is to veil the doer. This framing can

deconstruct the understanding of reader though it only takes a second to understand. At least, the readers must read the article more to know “London’s Mayor”.

The word “Muslims” here can also make its meaning ambiguous. Which “Muslims” is being referred? “The Muslims terrorist” or “All Muslims in UK”? The choice looks dangerous. In my view, the choice of “Muslims” is intentional to gain some viewer or web visitor. The writer took advantage of “Islamophobia” among British. However, the headline looks interesting by putting those two phrases in the right place. Those two phrase increase the possibility of context received and understood by the reader.

From those three examples, the researcher inferred that the use of forward reference and relevance optimizer interrelates each other. To attract reader’s attention, the use of forward reference is necessary, by considering who the reader is and the person is discussed in the article by using relevance optimizer. In the digital era, clickbait is a great tool to gain viewers, especially for fake and trash news though they are annoying for the researcher or some readers.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter reviews the findings and the implications for next research on fake news in linguistics perspective

4.1. Conclusion

The previous chapter shows that fake news employs various use of both forward reference and relevance optimizer based on Blom and Hansen's forward reference (2014) and Dor's relevance optimizer (2003). Fake news dominantly uses general noun with implicit deictic reference in its headline. This finding only proves the characteristics online news headline as Blom and Hansen conducted the research. The present research shows that fake news employs various forward reference types. According to findings, the researcher finds 7 of 8 types of forward reference; the use of demonstrative pronouns, the use of personal pronouns, the use of adverbs, the use of ellipsis of obligatory arguments, the use of imperatives with implicit deictic reference, the use of interrogatives referring to an answer given in the full text, and the use of general nouns with implicit deictic reference.

The use of relevance optimizer also varies in fake news headline. Relevance optimizer shows that headline possesses great influence in building context and knowledge to the reader by maximizing or reducing the news item in a headline. Fake news employs dominantly the use of 'right

context for interpretation' as its relevance optimizer for its headline. In addition, the purpose is to make a headline 'looks' compatible with the news content, though sometimes the headline does not connect the content. It can be done by putting names and concept which possess 'high value' in news. Fake news also employs other relevance optimizer techniques; 'maximal amount of contextual effect' by making an interesting headline and 'minimal amount of processing effort' by being short and clear.

If we view more carefully, the referent can be a news value classified in relevance optimizer. The choice of referent is intriguing as Dor's relevance optimizer fit with the use of forward-referring technique. By putting a good referent, whether it is subject or object, the good headline can be presented to the reader or gain some views and clicks like the online news portal needs recently. As the findings which the researcher found in chapter III, some news prefer using framing technique or putting the right person included in a headline. Framing technique is used to cover the doer and deconstruct the reader's understanding about the headline, so the reader chooses to read more about the subject or object being framed. Furthermore, by choosing a right person in a headline can increase the possibility context offered by news. The aim is, of course, to make the reader read more about the article, so the online news portal can get more profits.

4.2.Suggestions

This research investigates fake news characteristics in a headline containing of linguistic feature which functions as clickbait or referent and

how the headline influences the news content with pragmatics approach.

Considering that the research attempts to investigate fake news characteristics in pragmatic level, the future research can investigate fake news deeply with critical discourse analysis as its tool. The next researcher can also employ syntax as its approach to analyze the headline with Feng's Probability Context Free Grammar (2012). Feng employed this model to generate constituent syntactic structures of texts. It is useful to understand the structure of sentence in a headline. As the headline uses narrative strategies in its process, Knobloch's narrative strategy (2004) can be a choice. The researcher can determine what narrative strategy is used in a headline. Knobloch et.al. (2004) argued that narrative strategy is divided into three; linear, reversal, and inverted types. The researcher hopes that next researchers may find more findings which are helpful to fulfil the gaps of fake news study.

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APPENDIX

| NO | HEADLINE | FORWARD REFERENCE | | | | | | | ANALYSIS | RELEVANCE OPTIMIZER | | | ANALYSIS |
|----|---|-------------------|----|---|----|----|----|----|---|---------------------|----|----|--|
| | | DP | PP | A | EO | IM | IN | GN | | MP | MC | RC | |
| 1 | Did Denzel Washington Say Trump's Election Saved Us From an 'Orwellian Police State'? | | | | | | ✓ | | Did signified the use of interrogative sentence | | ✓ | | Widen the context with the word " Orwellian State " meaning " Police State " (related to the prediction of next Hilary's policy) |
| 2 | Did London's Mayor Encourage Muslims to Riot During Trump's UK Visit? | | | | | | ✓ | | Did signified the use of interrogative sentence | | ✓ | | Framing Sadiq Khan with the phrase " London's Mayor " |
| 3 | Read Hillary Clinton's 'Basket of Deplorables' Remarks About Donald Trump Supporters | | | | | ✓ | | | V1 (Read) in early sentence signified the use of imperative sentence | | ✓ | | Mentioning " Basket Deplorable " which is the main topic of Hilary's speech |
| 4 | Julia Gillard Tells Muslims To Adapt or | | | | | | | ✓ | Muslims here is referred as a | ✓ | | | The headline is conveyed clear |

| | | | | | | | | | | | | | |
|---|---|--|--|--|---|--|---|---|--|--|--|---|--|
| | Leave | | | | | | | | Muslims in general, not Muslim Terrorists | | | | and unambiguous |
| 5 | BREAKING: Sarah Huckabee Sanders Is Being Replaced | | | | ✓ | | | | Omission of agent's position (... replaced from her CEO) | | | ✓ | Choosing the name instead of position in the company (Sarah Sanders) |
| 6 | Prime Minister Issues Friendly Reminder To UK Parents That The State Owns Their Children | | | | | | | ✓ | The use of Prime Minister Theresa May (UK Prime Minister) | | | ✗ | (Violation) The use of Prime Minister framing Theresa May (UK Prime Minister) was not effective |
| 7 | Did Barack Obama Announce a Bid to Become UN Secretary General? | | | | | | ✓ | | Did signified the use of interrogative sentence | | | ✓ | Choosing Obama instead of 'American President' followed by the verb " announce " indicating the essence of news |

| | | | | | | | | | | | | |
|----|--|--|---|---|--|--|---|---|---|---|---|--|
| 8 | Brett Decker: ‘ Trump in One Year Is Already Better Than 16 Years’ of Bush, Obama ‘Put Together’ | | | | | | | Omission of presidency; policy; or leadership from its agent (Trump, Bush, Obama) | | | ✓ | Omission of presidency; policy; or leadership from its agent (Trump, Bush, Obama, lead to possible assumptions |
| 9 | Trump’s Older Sister worries about him: Donnie’s Acting Like A Nutjob | | ✓ | | | | | The use of personal pronoun instead of Maryanne Trump (Framing) | ✓ | | | The use of personal pronoun instead of Maryanne Trump (framing) to make Trump’s personality as the main focus |
| 10 | Rob Porter is my ex-husband. Here’s what you should know about abuse . | | | ✓ | | | | The use of adverb referring to opinion or statement about abuse | | | ✓ | Connecting the agent with the main problem (Rob Porter and abuse) |
| 11 | BREAKING: Black Alabama Running Back Loses Scholarship Over SICK Anti-Trump Outburst | | | | | | ✓ | The use of general pronoun referring to the person (Bo Scarborough) on | | ✓ | | Framing Bo Scarborough with a phrase “Black Alabama Running Back” to make |

| | | | | | | | | | | | | | |
|----|--|---|--|--|--|--|---|---|--|---|---|--|---|
| | | | | | | | | | the news | | | | disinterest in Trump's policy more apparent |
| 12 | Trump Orders to Remove Obama Highway Name and Put This New Highway Name ? Do you support him? | ✓ | | | | | | | The use of demonstrative pronoun referring to the object in the news (This New Highway Name ...) | ✗ | | | (Violation) Too many words used in headline and some are ineffective |
| 13 | Did Florida Pass a Bill Legalizing Recreational Use of Marijuana? | | | | | | ✓ | | Did signified the use of interrogative sentence | ✓ | | | The headline is conveyed clear and brief |
| 14 | Melania Just Hit Donald Trump With Shocking Announcement He Never Saw Coming | | | | | | | ✓ | The use of general noun as a clickbait to a related object (Shocking Announcement) | | ✓ | | The use of general noun as a clickbait to a related object (Shocking Announcement) creates some possible assumptions |

| | | | | | | | | | | | | | |
|----|---|--|--|--|--|--|--|---|--|---|--|--|--|
| 15 | BREAKING: Federal Judge Nullifies PA Election Results For 'Wide-Scale Voter Fraud' | | | | | | | ✓ | The use of general noun as a clickbait to a related object (Wide-Scale Voter Fraud) | ✓ | | | The headline is conveyed clear and unambiguous |
|----|---|--|--|--|--|--|--|---|--|---|--|--|--|