

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Nowadays, we can access information easily. Many news portals are available on various online media platforms. Media have a role in publishing news based on their point of view, or we are known as an ideological perspective by the media. News headlines are the most important part of the news as they provide a quick mode of information because most people infrequently read the whole news even to get the detail of the information. In this pandemic, news can connect people to what happens on social events, one of them is about online learning during the pandemic. Media publish the news differently, especially to represent teachers' performance during online learning in a pandemic.

The news presented to the wider community has led to various perspectives on Indonesian people regarding the performance of the teachers in the online learning process. This perspective can occur because of various controversial headlines written by various online media news to attract the attention of readers. Duanprakhon (2012) state that "Headlines give the reader brief information about the news being reported and they are also responsible for catching the readers' attention." The role of the headline in news is very important because it is an initial attempt by the writer to attract the reader's interest. As Montejo & Adriano (2018) say "Headlines are an as important part of the news as titles are of any books or essays. They are often the most important element on pages as they give readers an overall picture of the news and through them, readers may determine whether to read the entire article." In other words, The impact of headlines on the reader is likely to be all the stronger

because certain linguistic features of titles make them particularly memorable and effective.

While the previous study focused on the impact of online media headline news towards the social interpretation that mostly on the political or social context. Montejo & Adriano (2018), in their study, concluded that the study focused on the analysis of thirty headlines from five major online news portals in the Philippines. Discursive or sensationalizing devices used by media practitioners in the headlines are revealed. These are the evaluative language, vocabulary, intensification, and quantification, reference to emotion, reference to elite people, role labels, agency, country, and events. Also, the study investigated the ideologies of media practitioners reflected in the headlines. Some are neutral or objective, biased or subjective, and some are misleading. The study also revealed some insights generated from the findings of the study. This present study brings the different issues of social interpretation towards education context, especially in teacher's performance. Sajjad (2013), in his study of critical discourse analysis of headlines about Imran Khan's peace march towards Waziristan, investigates how a single news item was differently presented in different newspapers based on the ideological perspectives of their editors, and it concludes the local and foreign media have given special coverage to the news of Imran khans peace march towards Waziristan as it was big news in international politics, a significant aspect of news headlines was special emphasis on the participation of American peace activist by the foreign media because America is directly linked with the drone attacks while the local media presented those aspects of peace march which lead towards national political issues by quoting criticism of renowned politicians against Imran Khan. Overall the use of speech as a headline was a maximum practice in foreign and local media as it increases the authenticity of the news. The foreign media focused much on the role of Pakistani military forces, which caused hindrances in the peace march according to many foreign newspapers.

The study focuses on engaging the readers to become critical towards online news that focuses on teachers' performance in online learning during a pandemic. An analysis of discursive features in an educational context will support and help readers to have better knowledge of the power of discourse that is conducted in headline news. Also, this study may help language teachers to teach students critical reading so that they may critically understand the hidden meaning behind every text they read. It brings benefits to educational backgrounds by introducing the role that readers are representing in society. Duanprakhon (2012) states that "The identities constructed by headlines have unconsciously created some ideological images in the readers' minds. Headlines expose social, cultural and national representations." Therefore, the writer is interested in analyzing the social interpretation of online media headlines news under the framework of Critical Discourse Analysis. Instead, the main focus of this thesis relies on investigating the language used in news headlines to find out how this language may work towards constructing identity and stereotype or bias against teachers' performance during online learning.

1.2 Formulation of the Problem

Two research questions focused on this study are:

1. How do foreign and local media present the same issue differently?
2. What are the ideologies of media practitioners reflected in the headlines?

1.3 Operational Definitions

To avoid misunderstanding about the terms set out in this study, the researcher provides three definitions related to this study as follows;

- 1) Critical Discourse Analysis on Headline News: Critical discourse analysis can be employed to describe, interpret, and explain the language and power, and discourse practices are process of text production, distribution, and consumption. They are refer to the activity of reading a text and understanding it by relating it to its context

- 2) Teacher's Performance: Teacher's behavior to guide learners to reach their learning achievement.
- 3) Ideology: The sets of beliefs, attitudes, and values which may from both groups' and individuals' perceptions.

1.4 Aims of the Research

This research aims to discover the ideologies of the headlines and to highlight the differences in the way foreign and local media present the same news item concerning their ideological perspectives.

1.5 Significances of the Study

1.5.1 Empirical use

This present study focused on engaging the readers to become critical towards online news that focuses on teachers' performance in online learning during a pandemic. An analysis of discursive features in an educational context will support and help readers to have better knowledge of the power of discourse that is conducted in headline news.

1.5.2 Practical use

This study may also help language teachers to teach students critical reading so that they may understand the hidden meaning behind every text they read critically.