CHAPTER 2
LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1   Headline News

The headline has an important role in catching readers' attention, a headline placed above the news because it provides a quick mode of information. According to Duanprakhon (2012), headlines can be identified by their placement. That is, headlines are always placed above the news story in bigger font sizes. Besides encapsulating the news story, headlines are responsible for distracting and catching peoples' attention. The language of the headlines has some underlying function that inevitably shapes readers' attitudes and perspectives towards a particular group of people referred to by the newspapers. Conboy (2007) described that headlines serve three important functions, First, they provide a summary of the main news to the reader; hence, readers do not have to read the whole story to capture the point. Second, they attract attention. Headlines distract people's attention with various font sizes and vocabulary used. Third, they often provide an initial indicator of the content and style of the news values of the newspaper. This is important for how the newspaper appeals to its audience. From the explanation above we can conclude that the several things shaped in a headline can be created by the publisher in different ways based on their aim in providing the information of news.

A headline can also describe the identity of the publisher as Mantejo & Adriano (2018) state that "Identifying the ideologies of the media practitioners reflected in the headlines, and revealing the insights that can be generated from the findings." Thongkliang (1995 quoted in Duanprakhon 2012) said that "The way each news-press publisher constructs headlines is different according to how they what their identity to be seen through the readers' eyes." The language use of headlines also influences the power of the news itself Conboy (2007) said

that "The language of the news reinforces the ways things are" moreover Duanprakhon (2012) stated that "The language used to construct the headline is probably rarely found in other forms of text types." Creating the language in a headline needs some linguistic devices that are used for effectively creating headlines. According to Molek-Kozakowska (2013 quoted in Montejo and Adriano 2018) she categorizes these devices into ten that is evaluative language, vocabulary, intensification and quantification, immediacy reference to emotion, reference to elite people, role labels, institutional country, agency, and events. It is very important to study the media headline to know the ideologies that are conducted in the headlines, so the reader can be critical to receiving the information as well as possible, van Dijk (1995: 11) gave a brief idea about power in the media. He said that media power is "generally symbolic and persuasive". In this sense he means the media does not directly control the actions of readers; however, it is the minds of readers that the media can control.

2.1.2   Critical Discourse Analysis of Media

Media discourse is also an important domain with respect to social, political and historical context and currently CDA has provided a good platform for a detailed analysis. Van Dijk (1997) said that "The term 'discourse' can be understood simply as 'text and talk" It usually refers to a form of language used in both spoken and written language such as formal speeches, everyday conversations, newspapers, textbooks, etc. Because of this fundamental definition, discourse is a term that covers a vast area of disciplines. Moreover, Munirah (2017) states that "Media is a vital discourse area to which CDA has been applied. The media shapes the way one views the world as it allows dominant institutions especially those which control media corporations to impose their ideology on us" Media discourse is not a simple text which can be comprehended easily rather apparently seeming simple text carry very complicated meanings especially in the case of print media such as newspapers. Critical discourse analysis of headlines can contribute to uncovering ideologies hidden in the words chosen by media practitioners. According to Sajjad (2016),

he stated that newspaper editors represents social events in their own ideological framework and resultantly it can be stated that news are biased and they cannot be neutral. In the study by Sajjad (2016), he analyzed the data through CDA of media used Van Dijk approach along with Olowe's techniques for analysis of newspaper headlines that analyzed from surface structure classification of news headlines, in its analysis the headlines categorized by the surface classification.

The first is Plain Headline that refers to a simple statement about a social event in newspapers as the current study has used CDA as the research method and the agenda of CDA of Media is to find out the hidden meanings in seemingly simple or plain text. The text used for media discourse looks simple but it always carries complex ideological perspectives. The second is Speech Headline in this technique of headline analysis direct or reported speech of the person is used and in most of the cases names are also mentioned which makes the authenticity of the news higher. Then, the last one is Headline with a pointer in these types of news headlines the information is elaborated by a pointer that is the headlines consist of two parts. The first part carries such words which make the reader aware of the comments discussed in the news later on. These headlines serve a very important function concerning the representation of the political inclination of the news editors. According to Montejo & Adriano (2018) stated that any instance of discourse is simultaneously a three dimensional phenomenon: an instance of written and spoken text, an instance of discourse practice, and an instance of social practice. The first dimension of discourse relates to language analysis or text analysis. It focuses on certain features of texts, such as evaluative language, vocabulary, intensification and quantification, immediacy, reference to emotion, reference to elite people, role labels and institutional agents/agency, country, and events. Pounds (2015) stated that evaluative language includes the range of linguistic resources that may be used to express language users' attitude or stance (views or feelings) to entities in the real world. Beside reveal the attitude or stance expressing evaluation in a text involves both a statement of personal judgement and an appeal to shared norms and values (Huston, 1994). The intensification occurs

through the enactment of discursive and material practices. Intensification involves the exercise of power to increase the docility and the utility of all the elements of the system. (Quoted in Hardy & Thomas, 2012). The immediacy according to Mehrabian (1969) can be defined as behaviors that serve to enhance interaction and closeness with another. Then the next devices is quantification that defined as the act of counting and measuring that maps human sense observations and experiences into quantities. For the next device category is reference to event (regarding to the situation), reference to elite people (involve a powerful people and influential). The discursive devices refer to the micro-linguistic tools that people use in interaction in order to construct a particular version of the world and their relationship to it.

2.1.3   Teachers' Performance During Online Learning

Aidyn (2013) argued that teaching online can be an enormously rewarding experience for teachers as well. Teachers often cite the diversity of students in online courses as one of the most rewarding aspects of teaching online. To improve the teacher's performance, teachers should be able to find simple ways to help and support students to be motivated in online learning. According to Aidyn (2013), he stated that "teachers must think creatively and engage in further exploration to be able to meet the students halfway. Students are so absorbed in technology, and many of whom abuse it rather than make use of it to gain more knowledge." These are some of the reasons why teachers must be flexible in expanding their knowledge to reach the expanded horizons of the students and pull them towards the goal of becoming competitively educated people with values. "These are some of the reasons why teachers must be flexible in expanding their knowledge to reach the expanded horizons of the students and pull them towards the goal of becoming competitively educated people with values." Aidyn (2013) online learning is one of the processes of learning that teachers should have a dominant effort to guide the students to reach their learning outcomes. Online learning has become one of the alternative

ways to keep the learning process held in the middle of a pandemic in Indonesia that requires learning only from home. In this situation teachers can be placed as the main focus toward how a learning process can be held, teachers are required to prepare the material and how to apply this as well as possible so the students can follow the lesson in the online learning platform. From the explanation, it has been apparent a new phenomenon, especially in teacher's performance that becomes the main focus of each perspective by society, and it is also influenced by media news that gives the information with several different headlines so that it can shape social interpretation toward teacher's performance during online learning.

2.2 Study of the Relevant Research

Montejo and Adriano (2018) explained that, in some media outlets, headline editors summarize the article through customizing reporters' news headlines in social media which have been in question. Most often, writers use discursive devices which may exaggerate the message of the headlines just so the articles may be read. Oftentimes, readers are dismayed because when they read the entire article, the headline does not match the content. From previous research, as a result, In Pakistan, Javed and Mahmood (2011) in their study on News Headlines of Budget of Pakistan in 2011 to 2012 concluded that though editors claim to give purely neutral information, it was found out that headlines are representations of their ideologies regarding their political predispositions. It was further found out that the newspaper headlines not only show graphological and general rhetorical features but certain unseen ideologies of the editors are depicted behind the simple statements they have written. In the same vein, the study of Yasmeen, Mahmood, Mahmood, Shakir, and Sattar (2014) on headlines newsworthiness in both English and Urdu newspapers in Pakistan discovered that in the construction of newspaper headlines, ideology works. Different ideologies are working behind these seemingly simple words besides revealing the universal metaphorical and graphological characteristics of these headlines. (As cited in Montejo and Adriano 2018).

2.3 Conceptual Framework

This study is seen from the standpoint of Critical Discourse Analysis (CDA) by Fairclough and Wodak (1995). CDA can be employed to describe, interpret, and explain the language and power. It lays its focus on discourse and society. Then discussing the discursive features to reveal the ideologies reflected in the headlines by using Fairclough's social-cultural approach that provides a three-dimensional framework for the analysis of text and discourse: (a) the linguistic description of the formal properties of the text; (b) the interpretation of the relationship between the discursive processes/interaction and the text, and finally, (c) the explanation of the relationship between discourse and social and cultural reality.