**INFORMATIVE AND CLICKBAIT HEADLINES - workshop**

\**Estimated duration of the workshop - 40 minutes*

**WORKSHOP OBJECTIVES**

* Explain what is the goal of clickbait headlines and the difference between informative and clickbait headlines

**EXPECTED OUTCOMES**

* Differentiate informational and clickbait headlines
* Define the characteristics of main headline, superheadline, and subheadline
* Devise several examples of informative and clickbait headlines

**INTRODUCTION**

Students choose a headline that would draw their attention to read the text

**Headlines:**

You just must see this: This is how Trump looked like a kid: this is hilarious

# City girl diary: What happened next will shock you... Is it possible? You're not going to believe that these ten things happened 20 years ago

**PRESENTATION -** <https://prezi.com/view/fgbCLw9wWkM8Ih97wrBi/>

**TASKS**

Divide the class into 4 groups, but groups 1 and 2 and 3 and 4 will have the same task so that all participants at the end of the workshop could vote for the best headlines.

**Group 1 and 2**

* **Create an informational main headline, superheadline and subheadline for the following text published on 28 November 2019 on the web portal *Glas Podravine***

Supeheadline: **IT SPREADS OVER SOCIAL NETWORKS**

Main headline: **Will the school year be repeated because of the strike? The word is that it will,** **this is what it's all about**

**Subheadline:** *What is certain is that the strike is still ongoing and that unions have not yet accepted the offer given to them by the government, and judging by the reactions so far, will* *not*

Recently, social media has begun to spread the news that the school year, due to a strike lasting more than a month, will have to be repeated. As published by srednja.hr, this information is completely bogus and is only intended to upset students and parents. Classes will be compensated in four ways, according to the Ministry of Science and Education – non-teaching days can be planned as curricular, then it is possible to deviate from the established deadlines for the rest of the students, or shorten the holidays, and schools have possibility of extending the teaching year after 17 June 2019.

However, the most frequently mentioned option is the compensation of classes on Saturdays. The complete instruction of the Ministry can be read on the link. Another lie is that graduates will be taking Matura (state exams) instead of the 1 June 2019, from 1 August 2019.

It is true that if the strike is not stopped by the end of this week, there could be some changes in the calendar of writing the Matura state exams. Thus, the National Centre (NCVVO) proposes that the term for writing an essay in the Croatian language should be held, instead of in June, in May 2020. Year. The aforementioned essay task would not include content that is part of the plan and program in the 4th grade of secondary schools. What is certain is that the strike is still ongoing and that the unions have not yet accepted the offer given to them by the government, and judging by the reactions so far, they will not.

**Group 3 and 4**

* **Create a clickbait** **main** **headline and subheadline for the following text** **published on 9 June 2016 on** ***Klincek.com***

# **Superheadline: EVERY CLOUD HAS A SILVER LINING**

# Headline: **Part of the ceiling fell in the school hallway**

When she stepped on the third staircase, from the ceiling on the hallway of the first floor, on the first and second step of the staircase and part of the corridor, fell about 6 kilograms of plaster. It happened today around 11:20.

– I was very scared when I heard the crash, but not a scrap of plaster fell on me. Everyone told me I was lucky – said seventh-grader M.H.

Several other students at that time were in the second, upper part of the hallway, and they passed the staircase a few moments ago. The seventh-grader was the last one because she was coming back from the toilette.

The building of Elementary School *Sveti Petar Orehovec* was built 52 years ago, and the walls and ceilings are cracked in several places. Mostly in the classroom of Croatian language and toilets.

**ANALYSIS**

Each group writes the title on the board, then students take a minute to read all the titles and to vote the best headlines.