**INFORMATIVE AND CLICKBAIT HEADLINES - presentation**

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**CLICKBAIT**

* Sensationalist headlines, **attract attention with the aim of the reader clicking on the content**
* Such headlines do not reflect the content of the text or informative worthless content is hidden behind it
* target is on emotions and curiosity
* Some examples of baits: "You will not believe this", "You must see this", "What happened next will shock you"
* Notably spread through social networks

**INFORMATIVE HEDALINES**

* Their aim is to interest the reader, but also briefly describe the contents of the article
* Part of the equipment of the text, a short interesting thought, sentence, message or snippet of text that clearly, concisely, and interestingly speaks about the text
* Provides complete and unambiguous information about the content of the text
* Emphasized (bigger letters, underlined, coloured...)

**When preparing the headline, take in consideration following:**

* What basic information does the text convey to readers?
* A good headline provides information, attracts attention and causes curiosity, but does not reveal everything
* The text must fulfil the promise of the title
* Title must not deceive the reader (this is the attribute of sensationalist headlines)

**Headlines on the internet**

* Attracting attention by a keyword (very important because of the browser)
* Important to designate a target group of people and to align the keyword
* Search engines like titles, subtitles, links and bolded text

**Headline length**

* In printed format, depending on the design (up to 8 words are recommended)
* On the Internet, up to 14 words (according to a research, for a headline longer than 15 words, the reader needs more effort and time to scan the keywords; this triggers a defensive mechanism that will not allow the potential reader immerse oneself in the article)

**SUBHEADLINE**

* Disseminates information about the content of the text
* Contains the strongest and most important sentences from text in the form of headwords
* Is part from the written text
* paraphrased part i.e. concisely retold part from text

**Length of the subheadline**

* may be longer and consist of several sentences

**SUPERHEADLINE**

* Contains general data written in the text
* Short, clear and concise
* Separate from the headline
* Depends on the journalistic type (e.g. in the interview - name and surname of the interviewed person, in the survey - topic survey)
* Shorter journalistic forms do not require superheadline

**Length of the superheadline**

* Stated in a short sentence

**EXAMPLES OF INFORMATIVE HEADLINES**

**EDUCATIONAL MEASURES**

**Rich Chinese send kids to kindergarten and only see them at weekends**

*Parents believe that their children will thus become independent and able to survive in the present day (Jutarnji)*

**ANTONOV 225, THE LARGEST PLANE IN THE WORLD, LANDED IN ZAGREB**

**A 210 tones transformer constructed by more than 100 engineers**

*NIGHT RIDE Due to transportation of the transformer through Zagreb, traffic lights had to be cut off*

**INVESTING IN YACHTS, PLANES AND ART**

**In four years, the number of billionaires in the world increased from 880 to even 2170**

**Instead of tumor, doctors found a 20 years old gauze**

*Due to a medical error and a forgotten gauze in the abdomen of Sanja Krajcer, Rijeka's KBC was found guilty. In case of the first instance verdict confirmation, they will pay almost one million KN*

**REDUCTIONS**

# **Even 95 % of Black Friday products will have the same or lower price even after the offer**

# *The research proved by the Consumer Protection Society*

**EXAMPLES OF SENSATIONALIST HEADLINES**

**SPREADS OVER SOCIAL NETWORKS**

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

*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, they will not*

**CHAOS IN THE HOSPITAL**

**A woman came in with a heavy pain, and when the doctors cut her open, they saw horror, and then a miracle happened**

**How to avoid a heart attack? Do this twice a day for 7 seconds**

**BRUTAL TRAGEDY**

# **You know him from *Wounds* and *We're not angels*, and the details of this actor's death will turn your stomach. No one helped him...**

## **IMPORTANT: 5 signs that you carry the enemy inside you. How to get rid of parasites from the organism?**

**SOURCES**

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