

A Study on the Transference of Headlines and Types of Preferred Headlines in Offline and Online Newspapers

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Abstract

With the development of the Internet, the media market is experiencing rapid change. The traditional form of offline newspaper markets, which has created the mainstream news delivery market, have been losing large amounts of power due to the emergence of online media. On the other hand, online media armed with its ability to post breaking news almost as it occurs has increased its influence and popularity at a rapid speed. However, since the exposure time and readership of online newspapers are less than their offline counterparts online media has a high dependence on sensational titles and somewhat exaggerating headlines rather than the objective and recapitulative headlines which are preferred. This paper will examine the function and significance of headlines, and conduct a comparative analysis on contents and forms of the headlines in offline newspaper and online newspaper in order to identify the characteristics of each newspaper. Through comparisons, it examines the types of headlines and the transference of headlines. In addition, it examines the differences in recognition of copy editors according to media in determining the headline, and it illuminates which type of headlines is preferred in order to instigate readers to read online newspapers. The analysis results of title-transferring cases in offline newspaper and online newspapers are that offline newspapers try to convey the contents accurately by making use of an information-transferring headline, while attention-attracting headline or subject-hiding headlines tend to be used for attracting the eye of readers. In addition, analysis results of headlines that are put on the top with a click counts in online newspapers are that attention-attracting headlines are the majority, while subject-hiding headlines that are hardly used in offline newspapers, are well-used in online newspapers. In an interview with copy editors, they responded that offline editors focus on the fact-transference in determining the title, while online editors put the weight on immediacy in the delivery of news and the function of guiding readers.

Key words : Newspaper headlines, Newspaper editing, Copy editor, The recognition of copy editor, Reader-preference headline type

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1. Question-Raising & Research Purpose

The environment of media markets is rapidly changing. With the emergence of Internet broadcasting and myriad media, newspaper markets in which offline newspapers have formed the mainstream have been reorganizing, and whose trends are taking the place of traditional mass media, which has been occupied the agenda-setting and the formation of public poll [8] .

Particularly, Netizens that are disappointed with existing established media are finding a new hope in online media as an alternative media, and the weight of online media has expanded by taking the competitive advantage in the competition of breaking news.

One of the representative characteristics of online newspapers is that it can overcome the spatial limit of existing newspapers. In fact, the space on the initial screen is strikingly lacking. The headlines of online newspapers in the structure of approaching the body of the article, which is based on the headline or the outline of a headline, has the distinct function of inducing readers. However, simply attracting the eyes of readers may be different from the understanding and the evaluation after reading the newspaper article [10] .

Since the exposure time and readership of online newspapers are less than those of offline newspapers dependence on the headline is high. The weight of the title in headlines, layout, and the value judgment of the article are called three factors of newspaper editing. It is also known that the weight of the title in political articles is higher than that of in economic articles or social articles in accordance to the characteristics of articles.

The headlines of newspaper articles perform diverse functions such as enhancing the understanding of the content, organizing the key

points of the articles and inducing readership. In particular, headlines in online newspapers play a more important role than that of offline newspapers. Although the contents of article are the same, they look different according to titles in online newspapers and offline newspapers.

However, since the weight of the headlines in newspapers is emphasized, problems such as exaggerated expression or sensational words are prone to appear. A media scholar in the United States, F. T. Marquez (1980) measured the accuracy of headlines, distortion, and ambiguity from the article of four daily newspapers by mobilizing novelists in order to examine how newspaper headlines demonstrate the article contents accurately [4] . The results were that titles of 64~79% were inaccurate, 12~19% were distorted, and 8~24% were unclear and ambiguous in meaning.

According to Edward J. Smith and Gilbert L. Fowler, Jr. (1982), 42% of subjects responded that headlines of articles are effective in understanding the contents when ten newspaper headlines were picked out, and measured the degree of understanding after reading [2] . In addition, it was found that people who roughly read newspapers depending on headlines tend to understand less than meticulous readers.

The negative effect of headlines is likely to be a big issue because domestic newspapers need to attract the concern of readers by varying the editing in an environment of severe competition. The ambiguity, sensation, interest, and especially the intention of headlines has been an issue. In particular, the influence of the article is significant in political articles, and the wavelength according to intentions is more serious [23] .

T. S. Im (1994) pointed out that abnormal and intensive expression are readily used in the headlines of articles because domestic newspapers rely on sensationalism, which can attract the interest of readers with the exaggerated or

magnified reports of general events [7] .

This research will explore the contents and forms of headlines in offline newspapers and online newspapers by conducting a comparative analysis in order to find a way of maximizing editing effects through identifying the characteristics of each newspaper, while grasping strategies and approaching methods in dealing with articles by editors who play the role of gate keeper.

2. Theoretical Background of Research

2.1 What are Headlines?

Newspaper headlines are the instrument of unique information transmission, which are different from other informational media. Headlines that are found in weekly or monthly magazines do not have a strong ability to convey information. Subtitles on the television screen are a mere aid to support the delivery of a brief message or to report contents that announce breaking news, even though they perform the function of the information-delivery. However, newspaper headlines play a role in Journalism by delivering the value of information and contents [19] .

In English, headlines in newspapers are distinguished from the general meaning of title. The title is a name of book, poem, picture, etc. However, unlike the brief definition in 'The Oxford English Dictionary,' headlines are composed of complicated explanation within the first line or the summarization of news on the top of newspaper. This show the particularity of newspaper headlines including the functions of headlines [26] .

As described in definitions above, newspaper headlines are summarized as a unique style of expression, which holds independent meaning. In this regard, headlines summarize the article, while being a compressed description of the event, even

though they are not the complete text of article.

An American media scholar, Earl English(1944) calls the readers of current newspaper 'a shopper of headlines.' If the rank of readership is determined according to sections, headlines will be put in first place [1] . For contemporary people who are busy living amid the floods of unaccountable media, it is common that reading the newspaper is merely looking over the headlines or summarizing articles based on only headlines.

2.2 The Function and Significance of Headlines

2.2.1 The Function of Headlines

If we compare the individual groups of various articles with files in computer, the classification of files according to kinds is compared with the directory. File includes multiple articles, unique sub-title or easily memorable code is attached to the particular contents of articles, and users are able to search the files because of the directory with a separate title. At this time, the title of directory is determined by the representative contents of article files [6] .

There are plenty theories regarding functions of the headlines. American media scholars, Floid K. Baskette, Jack Z. Sissor(1986) suggest six functions of newspaper headlines; ① Attention-attracting of readers with article, ② Summary and analysis of article, ③The expression of article atmosphere, ④ Helping readers to search the index of section,⑤ Inducing the reader to concentrate on the tone of an argument, ⑥ Offering the decorative element of the section [3] .

H. J. Kim (2000) argues that the functions of newspaper headlines include the summary and compression of article, article guidance, hint, the ratings of news, the beautification of the section, and the reflection of facts [14] .

Another journalist J. S. Im (1995) states that headlines play a role of journalism that conveys the contents of information as well as framework, forming a skeletal structure. However, more important function is to play a role of journalism, which can send the content at a glance [6]. He maintains that the headlines should be faithful to the body contents principally, but it does not matter to get out of the principle. He sees the representation of information value, the implication of information contents, and the identification of information as functions of headlines, with the emphasis of the instigation of article-reading and the revitalization of the section.

① The function of publicity: headlines depend on the characteristics of articles just as the characteristics of articles are varied regardless of the location of headlines whether they are on the top or one-column or not. However, there are headlines that attract the attention of readers regardless of form and location. Such headlines are successful ones in the effect of publicity.

② Summary and compression: The key point of headlines is the summary of an article. Since the lengthy articles are not carried in a large type, entire article is expressed by the compression and selection of key point.

③ Hints and guidance: This type of headlines is applied when the effect over 2 kinds is expected because the headlines are not appropriate or intentionally purified, or the contents of article are expressed with metaphor or comparison. It is seen in a critical article, political commentary about government policies, and heated discussion.

④ Differentiation of News: The importance of the article is proportional to the size of headlines. The size of headlines, which is designated with a singular number, is larger in a sequential order in the first section as the article is more important.

⑤ The Beautification of Section: At the initial stage of the modern times, all articles are organized into one or two-column. However, this

can leave the section somewhat dull and flat and the entire section looking stuffy and dark. Over time though as the newspaper has developed, multi column headlines were introduced evenly used in order to change the appearance and contribute to the raising of readership.

⑥ Inducting of Article-Reading: Headlines play a role of motivating to read a newspaper. Primarily, article-reading is determined after grasping article-contents through headlines regardless of whether we read the article or not.

Furthermore, Y. H. Jung (2004) summarizes the functions of newspaper headlines. According to him, newspaper headlines perform the function of arousing the interest of readers by attracting the attention of readers. They argued that several types of headlines are used for drawing up the effective headlines [11].

2.3 Types of Headlines

Newspaper headlines are classified according to different standards of scholars. According to the forms, the types of headlines are divided into banner headline, one-line headline, multiple line-headlines, kicker headline, reverse kicker headline, shotgun headline, branch headlines, wicket headline and parallelogram headline under the structure and shape, as reflected in the feature of newspaper [26].

H. J. Kim (2000) classifies the seven types of headline: Δ objective and subjective types according to perspectives, Δ types of who, when, where, what, why, and how according to the weight of five W's and one How, Δ types of ending: root-ending, affix-ending, substantive ending, adverb-ending, and postposition-ending according to the forms of ending, Δ the past form, present form, and future form according to the expression of tense, Δ polite formal style (Hapsyo-style), polite informal style(Haeyo-style),

impolite formal style(Hao-style), impolite informal style (Haghe-style), impolite style (Banmal-style), plain informal style (Heara-style), and plain formal style (hara style) according to honorific styles, Δ phrase presentation, terminology quotation, and the creation style of new words according to the choice of words, and Δ comparison mood, emphasis mood, variation mood, quotation mood, pun, oxymoron, and epithet according to rhetoric [14] .

G. G. Kim (2009) divides the intention of the text producer as an informative type, attention-attracting type, subject hiding type in order to subdivide the intention according to the types of the story, and the pattern in accordance with characteristics of section. Although determining headlines require skillful work, there is no correct answer in determining headlines [12] .

J. W. Kim (2009) states that copy editors do not always seem to accept basic principles that headlines of newspaper should be faithful to the contents of the story, classifying headlines into the informative type, attention-attracting type, and subject-hiding type [15] .

2.3.1 Informative Headlines

Essentially, these headlines focus on the faithful delivery of information, implying that the efforts of conveying facts and information contents are done so without technique, feeling, and emphasis. The positive effect of the headlines of information delivery type is to offer the contents of the story without adding or subtracting the subjective contents of the story. However, there is a limitation when trying to arouse curiosity or interest.

2.3.2 Attention-attracting headlines

Attention-attracting headlines are a way of transforming the headline by adding the attitudes

or feelings of the editor towards the contents of the story to attract the attention of readers while performing the basic function of information delivery. Additionally, headlines of interest-inducing types are seen to add efforts to the function of informative headlines.

① Symbol: This headline makes use of the adverb representing the aspects of behavior or manner like 'Dizzy', 'Rapidly', 'Jiggly' and so on with the exclusion of detailed explanations.

② Exclamation: This type of headline inserts the emotion of the editor in the overall sentence to give a strong impression to readers before reading the actual story. This headline is differentiated with the form of using a sentence or displaying its contents rather than using a particular word.

③ Empathy: Basically, the emotion of the copy editor is added in this type of headline. Emotional headlines or emphasis headlines are varied depending on the use of rhetoric. Emotion of the copy editor is included, but direct words that contain emotion are used in the headlines of empathy.

④ Emphasis: This type of headlines are used the most, which uses the postposition or endings, that is, 이(i), 가(ga), 을(eul), 를(reul), 은(eun), 는(neun), 도(do), 만(man), to highlight a certain theme or object in the situation, but is not needed. The headline which appeals readers strongly with the emphasis of a certain adjectives or adverbs such as 'shocking' 'recklessly' 'Already' 'Only, and so on.

⑤ Parody: This type of headline is effective in adding the intention of the copy editor by overlapping editor's meaning with familiar expressions to readers by citing famous words, coined words, titles of films or songs, the name of a person, and so on. There is an argument whether it is possible to actually see parody, which is translated into 'satirical caricature,' as a 'caricature.'

⑥ Metaphoric type: This type of headline is

used to convey the contents of the story more easily and interestingly through comparing with an appropriate object. Metaphors are used to promote clarity and concreteness.

⑦ Quotation: This is the type that expresses somewhat heavier contents by using quotes, proverbs and maxims.

2.3.3 Subject-hiding Headlines

This type of headline is a type that uses an expressive way of words or phrases in order to conceal the contents of a story. Subject-hiding headlines are considered to be attention-attracting headlines. However, there is a fundamental difference of characteristics that may be entirely different; that this headline elucidates the contents of a story or conceals contents to make readers want to read the article.

① Question typed headlines: Curiosity-attracting type is the most widely used in subject-hiding headlines. There is a way to ask a straightforward question, a way to drive readers to read the body of the contents. By asking a question while hiding the function of summarization, important characteristics of headlines, it instigates readers to search for the answer questioned in the headline by reading the actual article itself.

② Word-hiding typed Headlines: This type is used to connect the front and rear words by substituting the theme with abbreviations in a time when reason or answer should be derived after giving some explanation.

③ Quiz-typed Headlines: This type is to present headlines as a quiz literally.

④ Curiosity-attracting Headlines: This is a headline that does not let readers understand its meaning. It invokes curiosity by elusively avoiding the theme.

2.4 The Policies of Headlines in Online Markets

2.4.1 What are Online Newspapers?

Online newspapers provide articles and information through the Internet and computer. At the early stage, online newspapers start with the summary and organization of offline newspapers and provide articles through PC communications and Internet [24] .

Online newspapers are media, derived from digital technology, in which broadcasting, communications, and newspaper form are fused as one. Online newspapers are not a complete media because the history is short, and their development is constantly in progress. Online newspapers are the new media in which infinite possibilities are open due to the development of technology and they erase the lapse of time because they have the ability to undergo change [28] .

The types of online newspapers are largely divided into two. It is classified through the subjects of implementation; independent online newspapers and dependent online newspapers. Dependent online newspapers are the electronic expansion of existing offline media, which are seen to be a portal site, offering customers comprehensive services; music, movies, shopping, foreign language education, and supplementary service as well as news and information based on the social credibility and capital power. Dependent online newspapers have a comparatively short history, but they are composed of small-sized professional journalists and citizen journalists by producing news that hold the alternative value of news [20] .

2.4.2 Characteristics of Online Newspapers

Nieman (1991) explains the concept of online

newspapers with term, 'Multi newspaper,' 'Flexible newspaper' and 'Easy to use newspaper.' He suggests 'Multi' or 'Flexible' as characteristics, which are distinguished from existing newspapers [21] .

Pavlik (1997) classifies the contents change of online newspaper into 3 stages. The first stage premises the contents of offline newspapers, or reprocesses some parts. The second stage attempts to differentiate with print newspaper by discovering independent articles, and an online community is emphasized in the third stage [22] .

Online newspapers use the characteristics of the web, and allocate news according to the themes in a nonlinear way. Politics, economy, society, international, culture, and sports are categorized with themes, and these large categorizations are classified with sub-categories. In addition, if you click a particular article, window of related article, delivering detailed background or contents, appear, so that you can move to related articles freely regardless of order, and interconnection in contents is embodied.

Interconnection and interactivity are defined as the quality of communication, electronically controlling the communication process of both sender and receiver. Unlike the communication of traditional newspapers or broadcasting, with online media the essence of the interconnection process is monitored and saved and allows the receiver to react to the media repeatedly. In addition, from the perspective which looks at the potentiality of interconnection, interconnection stimulates the cultural and political diversity [21] .

Timing and personalization are another advantage of the online newspaper. Glidner(1994) says that the computer is the complete supplementary instrument in newspaper. Computers deliver products in real time, so that it offers a variety of means, which can strengthen the abundance and timing of news. In other words, readers of online newspapers can search and

choose the article and advertisement regardless of time and space [5] .

Online newspapers highlight the importance of an article by utilizing headlines and photos. However, on account of the restraints in using the computer screen, the effect is not salient. At the initial screen, only fixed information of headlines and one-line story can be offered. [17] .

Therefore, headlines in online newspapers are differentiated from those of traditional print newspapers in delivering the value and contents of information and diverse types also emerge.

2.4.3 Headlines of Online Newspapers

The readership of online newspapers is lower than that of most offline publications. The results from measuring the user frequency, user time, completion of entire sections, the degree of complete reading, and the complete reading of online newspapers show that the readership of online newspaper in online newspapers is lower than that of offline newspapers. This difference widens when the news of a portal site is added [10] .

The decision to read is determined at the first screen in the case of online newspapers. At this stage, how information in the article is clear and well-informed plays an important role. Put simply, headlines of an article offer readers information and instigate the readers to read the article. However, if the initial information is not sufficient the next stage is not ensued [13] .

Technically, online newspapers do not have the structure to see both the headlines and contents of the article at the same time in the way offline newspapers do. Readers should determine what they are reading by scanning the headlines on the initial stage, so that the tendency of scanning and reading headlines is pervasive in online newspapers. In this case, the importance of headlines in online newspapers is much greater than that in offline

newspapers.

2.5 Difference between Offline Newspapers and Online Newspapers

Online newspapers are different from offline newspapers in that clues that make the article salient is limitedly used in the format of information delivery, and article is allocated in a nonlinear way.

<Table 1> Comparison of Characteristics between Traditional Media and Internet Media

Contents	Traditional Media	Internet Media
Operation Form	Bureaucratic/Centralized organization	Non-organizational/Mosaic composition
Legal Application	Difference in the law application according to the social characteristics of media	Difficulty in law regulation because of technical characteristics of open and parallel structure
Market Entrance	System of message delivery High barrier to entry	Non-official communication Low barrier to entry
Ownership Way	Coexistence of private and public ownership	The competition stage between Commercial ownership and noncommercial ownership
Characteristics of Information Subject	Separation between the information producer and receiver	Coexistence of the user role with the information producer
Content Composition	Narrative composition	Hyper-text composition
Characteristics of Users	Passive, Anonymous composition	Voluntary and active composition

* Source: J. H. Shin (2000). A Comparative Research on the Recognition of Print Newspapers and Internet Newspaper Users, Department of Mass Communication, Graduate School of Hanyang University, p.10. 'Dizard(author), LEE. M. G, (trans.) (1997). Old Media and New Media, Seoul Nanam, p.380~386'

If existing mass media is one to many communication, Internet is many to many communication. The majority of mass media is inevitably passive, but audiences of the Internet are required to make an active choice in search for information. They are considerably free from uniformed information, and are involved actively.

The clue of distinguishing Internet newspapers and print newspapers is derived from the characteristics of media as a communication media. In other words, print newspaper can be fused as part of Internet, through getting out of existing production and distribution way. The combination with the Internet changes the unique characteristics of existing print newspaper. While print newspaper is the product of letter space, Internet newspaper is

the product of a digital and network space [20] .

While traditional media such as offline newspapers are centralized and bureaucratic, putting the weight on the existing organization in the operation system, online newspapers are open, non-organization, and mosaic. On the contrary of offline newspapers, which wall to entry to the market is high because they spend a considerable amount of capital and manpower, and the delivery of the message is systematic, online newspapers enter the media market easily with unofficial communication. In addition, the wall to entry to the market is low and access is easy in online news. However, the way to enter the market is apprehensive due to the occurrence of harmful effect.

There is a big difference in the ownership method and information subject. First of all, in offline newspapers, the information producer and receiver are divided. Online newspapers have the characteristics that users can be the information producer and vice versa even though the information producer and user are separated.

3. Research Question and Research Method

3.1 Research Question

This paper attempts to investigate the headline types, which are used in offline newspapers and online newspapers, analyze headlines found in the media, and compare the diversity and transference process in online and offline headlines of the same article. It explores the use of headlines in political articles and social articles.

The reason for analyzing headline types and identifying the utilization of headlines is to analyze the important factors in creating headlines. Headline types through the interview of each media are analyzed in this paper. The research questions are as follows: First, comparison of Headlines and Analysis of Transference Case in Online Newspapers and Offline Newspapers, second, analysis of Headline Type for enhancing the preference of online newspaper readers, and third, comparison of perspectives in editing and headlines of offline newspapers and online newspapers and analysis of mutual evaluation.

3.2 Research Subjects and Research Method

(1) Case Analysis: For the research this paper compares the headlines of offline newspapers and offline newspapers over 5000 cases of articles per day in click number by selecting two daily

newspapers, and analyzes the transference process, and 30 articles, which is high in the preference of readers according to the types of headlines.

(2) In-depth interviews with copy editors: Ten offline copy editors and ten online journalists were interviewed in order to draw the principal point in selecting principal factors and headlines.

4. Research Results

4.1 Case Analysis of Headline Transference Case in Online Newspapers and Offline Newspapers

It examines the transitions of offline headlines and online headlines by analyzing two economic articles over 5000 click counts, which are high in the preference of readers.

Example (1) Offline: Downturn of the Japanese stock market over the one week/ Worsening of capital increase and supply and demand, the slump in export stock

Online: "Outcast of the Japanese stock market there is a reason!/ Drop of Tokyo stock price Index (TOPIX) over the one week

Example (1) preponderates on the fact with informative headline in a critical situation of the Japanese stock market in offline. Meanwhile, headlines online emphasize the seriousness of the Japanese stock market by comparing the situation with outcast, transferring attention-attracting headline to arouse the readers' interest. In addition, the online headline does not manifest the reason of outcast in the sub-headline and thereby it instigates people to read article.

Example (2) Offline: offline Samsung Life Insurance Co. Stock hit the daily permissible ceiling/ Short-term surge in the curb market need to be cautious

Online: Samsung Life Insurance Co. and Eunma APT/Short-term surge, Apprehension of lowering expected rate of return

While offline headlines preponderate on contents with the article, urging the change of Samsung Insurance Life Co. shares in the market price, which are on the rise with the news of listing propulsion, careful access of investors is recommended in light of previous cases, experiencing a drop after surging in the expectation of Eunma APT. reconstruction in online headlines. Online headlines are transferred to subject-hiding headlines from informative headlines. Sub-headline shows one aspect of hiding contents.

Example (3) Off-line: Implication of representative, Mr. Jung in the investigation of former prime minister, Han/ not involved in a coal construction site

Online: Disappearance of smile from the face of 'Mr. Smiley' Representative, Mr. Se Gyun Jung

Example (3) is articles about the investigation of former prime minister, Han Myeong Sook, and its wavelength to other politician and the investigation of prosecutors. Investigation circumstance and explanation are reflected in the headline the offline newspaper, while the reader's curiosity is stimulated in the online newspaper with a hint of misfortune, "disappearance of smile," as the online version uses an attention-attracting headline.

Example (4) Offline: The application of merger, Hanwha General Insurance Co. and Jeil Fire Insurance Co./ Final stage of consolidation

Online: Consolidation of Hanwha General Insurance Co. and Jeil Fire Insurance Co. a Strong candidate. CEO Kun Cheo Shin

Example (4) is articles about Hanwha General Insurance Co. and Jeil Fire Insurance Co. as they enter into the last stage of consolidation. The offline newspaper reflects the contents of the

consolidation process, while the online newspaper presents an expected CEO in headline. This figure oriented headline attracts the attention of readers with the promise of giving information.

Example (5) Offline: Drop of Semiconductor Investment point/ BOA-Merrill Lynch, the apprehension of imbalance in supply and demand

Online: BOA-Merrill Lynch, degradation of Semiconductor investment ... why?

Example (5) is articles delivering the contents that the Bank of America and Merrill Lynch do the downward readjustment the investment point of the semiconductor. The offline newspaper delivers the evaluation of the financial institutions about the Semiconductor industry, but the online newspaper attracts the readers' attention with provocative image by using the words, 'downward.' In addition, it arouses the curiosity of readers by using the question typed adverb, why.

Example (6) Offline: The cause of scratch in Machine wash/ Clearly removing humidity and wash sufficiently

Online: Clean management accelerates car-ageing

Example (6) is articles about the self-inspection of car. Offline newspaper informs that ventilation and sunbathing are needed in car wash and explains the attentive points of car wash to the people who wash car frequently, while online newspaper uses the curiosity-attracting headlines rather than informative headlines.

Example (7) Offline: Approach to the appreciation of currency yuan in the summit of United States-China/Propulsion of China to an established fact

Online: The United States put pressure on the appreciation of yuan, Don't count your chickens before they are hatched.

Example (7) is articles about the increase of

yuan's value in the summit of the United States and China. Offline newspaper approaches the appreciation of yuan and conveys the information about the propulsion of China to an established fact in the headlines, while online newspaper uses the proverb to show the subtle confrontation about the issue of Yuan, attracting the attention of people.

Example (8) Off-line: 'unconstitutional' negligence on the amendment in dual liability/ Silence of National Assembly despite the joint bill

Online: National Assembly, making people as ex-convicts

Example (8) is articles about both the ruling and oppositional parties are pending the joint bill of dual liability, which was determined to be a violation of the constitution by the Constitutional Court in a confrontational circumstance even though they had already come to agreement. Offline newspaper conveys the information by describing the circumstance of National Assembly's negligence, while online newspaper uses the extreme expression by saying 'making people as ex-convicts, arousing the attention of readers.

These eight examples show how headlines in offline newspapers are transferred in the online newspapers. Usually, offline newspapers put weight on information delivery with informative headlines, and are faithful to the contents of the article. However, online newspapers often use attention-attracting headlines, and tend to exaggerate the contents regardless of characteristics of article by using subject-hiding headlines. As mentioned above, these examples are those which have a great number of click counts. Although the contents of an article particularly attract people's attention, unusual headlines such as subject-hiding, metaphor, and association also play a role in inducing people to read an article.

4.2 Analysis of Headline Types for enhancing the preference of online newspaper readers

Among articles of two daily economic newspapers from December 22, 2009 to December 24, 2009, 30 articles were selected by selecting 10 articles per day that hold the most click counts. According to the classification of headlines, headlines were divided into informative type, attention-attracting type, and subject-hiding type. It analyzed the online popular articles whether what forms are taken, and universal headlines were analogized (of 30 selected articles that hold click counts over 10,000, count numbers range from tens of thousands to hundred thousand cases. Click numbers were not accurately counted because of the confidentiality of newspaper company)

4.2.1 Attention-attracting Headlines

① Symbol type

Example (1) - From vending machines to jeans, price of 10 years ago, in Japan

Example (2) - Resurrection of Ministry of Foreign Affairs 'Alliance'

Example (1) reports that the consumer price reaches a serious level while Japanese government announced the deflation. This headline symbolically compares the prices of vending machine coffee and jean, representing the economic condition of Japanese society. Example (2) uses symbolic headlines with the article reporting diplomats, putting emphasis on relations with the United States rather than North Korea, returned to the line of the North Korea Nuclear issue.

② Exclamation-typed Headline

Example (3) - Dog, crowned to super talent!

Example (3) reports that a dog won in an entertainer contest. It contains the astonishment in

the title by using words like 'Super,' 'Crowned, and finishes it with an 'exclamation mark'

③ Empathy-typed headlines

Example (4) - Grievous of 85% workers due to educational background

Example (5) - The Ghost at the site of the traffic accident?

Example (6) - Wow! women who love the voice of Hermes

Example (4) reports that questionnaire showed of those surveyed 85% workers feel discriminated at their place of work because of their educational background. This headline uses sentimental words. Example (5) reports that a TV broadcasting in Chile expressed the image similar to the person on the screen as 'ghost' on the road where traffic accident frequently occurs. Example (6) emphasizes the increase in buying prestigious brand products with an exclamation mark, Wow!

④ Emphasis-typed Headlines

Example (7) - Adjournment of wage collective agreement of Hyundai Motor. Co., Ltd....Unition, there is no negotiation without amendment

Example (8) - Can wash the car without not using a drop of water?

Example (9) - The best investment opportunities in Seoul 'Gangbuk' not but 'Gangnam.'

Example (10) - Special pardon of former Chairman, Lee Kun-hee, Variable, the determination of MB

Example (11) - Buying is more difficult to for those aged in their 30s and 40s

Example (12) - Getting vacant office in Gangnam

Example (7) may be viewed as an informative headline. Compared to offline newspapers, dealing with both positions equally, online newspaper omits the position of the

company, and emphasizes the confrontation of the union. Since it attracts the attention of readers, it is classified as emphasis typed headline. Example (8) emphasizes that washing the car is possible without using water by using the word 'water', which is associated with car washing in headlines. Example (9) attracts the readers' attention by highlighting word, 'investment' by comparing 'Gangnam' with 'Gangbuk' in the article reporting that house price of Gangbuk rose for several months. Example (10) claims the determination of president, Lee Myung Bak for special pardon of Lee Kun Hee to attract the attention of readers.

Example (11) emphasizes the age ranges of 30s and 40s in the headline of article, reporting that buying house is more difficult. It attracts the majority of online customer. Example (12) reminds the seriousness by emphasizing the vacant houses in Gangnam.

⑤ Parody typed Headline

Example (13) - Holiday up to 10 days, 'Year-end of salary man is sweet'

Example (13) reports that holidays of Christmas and year-end and New Year's go on 10 days. 'Year-end of salary man is sweet' is the parody-typed headline of in-word.

⑥ Metaphorical typed headline

Example (14) - 'Christmas card' Malware Advisories

Example (15) - The candy bar, given by the United States

Example(16) - Subtle 'temperature' between the ruling party and the opposition party amid welcoming of nuclear power plant order

Example (17) - 'YunA's Haptic,' Breakthrough of 1 million for the shortest period

Example (18) - Share price rests on dollar

Example (14), e-mail compares Christmas card considering that malicious virus occurs when email is open, and example (15) expresses the

supporting stock market as a candy bar, reporting that the United States and the bankers' association intervened intentionally. Example (16) is the article about receiving the order of nuclear plant from the United Arab Emirates in the Korea Electric Power consortium. It argues that the ruling party extremely praises president, Lee Myung Bak, and the oppositional party maintains that it is a natural consequence of 10 years' efforts. This article expresses different responses as 'Subtle temperature.' Example (17) expresses the well-selling of cellular phone, whose TV model is Kim Yuna with the expression of headline 'YunA's Haptic. Example (18) attributes the cause of stock decline as dollar with saying that shares receive control as the value of the dollar is constantly rallying under the great influence of foreigners on domestic stock market.

⑦ Quotation-typed Headlines

Example (19) - Avatar blast, 3D market, "Open Sesame"

Example (19) uses the phrase of a fairy tale, "Open Sesame" in the headline in expectation that new movie Avatar will have a blast effect on the 3D market.

4.2.2 Subject-hiding Typed Headline

① Question-typed headline

Example (20) - Who is the prizewinner of 100 million won in Samsung AppStore?

Example (20) Like the headline, it asks a question with a question-typed headline who is the prizewinner of Samsung AppStore. This headline arouses curiosity of readers by using question rather than explaining prizewinner.

② Word-hiding headline

Example (21) - If comparing self-sufficient site, Sejong-city with other city...

Example (22) - 10 kinds of investment

proposals by 'Buffett's right hand'

Example (21) is an article that compares self-sufficient sites of Sejong city with another city. In the article, comparison figures are specifically described, but headline eludes the definite headline of comparing cities, and 'nameplate headline' is used, which adds the curiosity. In terms of Example (22), offline newspaper selects major contents of investment proposals as headline, but online newspaper selects 'investment proposals of Buffett, emphasizing the intensity with the expression, 'Buffett's right hand,' by hiding the contents.

③ Curiosity-attracting headline

Example (23) - The police, taking out handgun at the slamming of Snowball

Example (24) - Humiliation of scalping with Ssangyong Motor

Example (25) - Relationship with Golf and energy

Example (26) - "I have a baby surrogate pregnancy for my brother"

Example (23) is an article about uniformed police officers being mobilized because a policeman in plain clothes threatened a citizen when snowball thrown by the citizen hit a passing car on the road. In this headline, curiosity of readers is induced by the comparison of snowball and gun. Example (24) expresses the change of daily stock prices as humiliation of scalping around stock price of Ssangyong car, which is in a crisis of bankruptcy when the stock price shows a sudden upward trend in an expectation of revitalization. Example (25) arouses curiosity with the question of what is the relationship between golf and energy, but the content of the article is that golf is good for building up the hip muscles and also helps create vitality of energy. Example (28) induces readers to confirm the contents by using friendly conversation format without designating a particular person with the article that a heroin of a

foreign TV show gives shock with her surrogate pregnancy.

4.2.3 Informative Headlines

Example (27) - Rush to the preliminary contract of New SM5.....ranging from 20,000,000 won -26,000,000 won

Example (28) - 'Samsung' which is the first rank group in social contribution, selected by college students

Example (29) - Selected as the best 'Coupe,' Genesis in the Middle East

Example (30) - Expected to be White Christmas....Bitter cold will come again on the weekend

As it is investigated, informative headlines focus on the delivery of contents. Example (27) began to receive the reservation of a new model car, and informs the price. Example (28) informs that Samsung is considered as the first rank enterprise in social contribution. Example (29) conveys that Genesis was selected as the best Coupe in the Middle East, and example (30) informs that snow will come and it will be cold over Christmas.

The above articles were collected over a three-day period for the purpose of this investigation. These thirty articles were the most read each day during that period. Attention-attracting headlines were the majority in online newspapers, and accounted for 63%, with 19 of 30 headlines. Subject-hiding headlines, which are not well-used in offline newspapers, accounted for 23% and universal informative headlines were making up the remainder. These results reveal the preference of readers in headline types.

4.3 Written Interview with Journalists

4.3.1 Subjects

A written interview was conducted on 20

subjects; 5 editors and 5 online news journalists including an editing department head and an online department head in two Economic Daily Newspapers respectively. This written interview of the research participants was conducted from December 14, 2010 to December 19, 2010, over the course of one week.

4.3.2 Contents of Written Interview Questions

The contents of the written interview put weight on editing factors and put importance in selecting headlines in the editing of offline newspapers and online newspapers.

First of all, we asked in regards to the priorities of editing and the reason for determining those priorities in the forms of media. Secondly, we asked the editors what the first thing was that came into mind when dealing with articles. Thirdly, we asked what things were focused on when selecting headlines. Fourthly, we asked about the importance of word selection in the functions of headlines. Fifthly, their points of views were asked when headlines were different within the same contents. Lastly, favorite headlines and their reasons were asked.

4.3.3 Interview Results

① In the question "What is important in editing factors," many offline editing journalists picked out 'article' as the first important thing. However, there were many online journalists that placed 'headlines' in the first rank as well.

7 offline editing journalists responded that accuracy and authenticity were the most important factors, and headlines depended on the contents of the article. The subjects who selected 'Headlines' as the first rank said that headlines were important because readers encountered headlines first and headlines helped readers understand the contents of the article.

8 journalists in online newspapers picked out 'headlines' as the first rank. They answered that headlines played a guiding role in reading newspapers, and attracted the reader's attention. Two subjects who put weight on the article emphasized the reliability of the article by saying that editing without overworking is possible provided that the article that can attract the attention needed.

② In the question "What things to come to your mind first when you deal with articles," the answers of editing journalists were the curiosity of readers (3), headline-news value (2), subject-identification, and fairness of the article. Four online journalists answered that they think of headlines first, followed by the immediacy of article, the curiosity of readers (2), the peculiarity of article(1), and fairness (1).

③ In the question "What factors are important in selecting the headlines of the article," five offline journalists picked out the delivery of fact (5) in the article, which were followed by understanding of readers (3), interesting headlines and differentiation from other newspaper(1). Online newspaper journalists answered that they put weight on the fact delivery of the article (3), the comprehension of the readers (2), the immediacy of the article (2), interesting headlines, and the influence of the article.

④ In the question "What are important things in the functions of headlines," four offline Journalists picked out delivery of fact, which were followed by attracting readership (3), the implicated and concise expressions (2), and the setting of tone. Four online Journalists picked out the function of guiding in the selection of the article, which were followed by the implication of the article contents, and the delivery of accurate fact (3).

⑤ In the question of different headlines with the same article, journalists from both online newspapers and offline newspapers admit that headlines can be varied. However, offline journalist

picked out problems with online luring methods (5), and negative evaluation such as sensational and provocative headlines (2) as pervasive. However, there were positive answers like fresh and interesting expressions, faithfulness to immediate news, easy expression with spoken language and so on. Four online journalists were positive to the headlines of offline newspapers with answers, faithfulness to the delivery of information, which were followed by rigid expression (3), intended headline (1), value-judgment expression(1), and kind expression (1).

⑥ In the questions what headlines were favored, four offline journalists and two online Journalists answered that they favor the headlines which can approach readers easily. The simple and clear compression was favored by both online and offline Journalists(3 respectively). Other answers of offline journalists were sentimental headlines (2), soft spoken language styles (1), and those of online journalists were poetic headline(3), novel headline (1), and lingering imagery (1).

5. Conclusion and Discussion

Eight articles were selected that held a high number of click counts and that were higher in the preference of readers, for both online newspapers as well as offline newspapers. The analysis resulted in the fact that online newspapers usually used informative headlines while over 70% of the headlines of online newspapers were modified to attention attracting headlines.

Some headlines were even transferred to subject-hiding headlines. In addition, because of the limit of the number of letters allowed, headlines and sub-headlines were appropriately divided and allocated in offline newspapers. However, online newspaper contained the contents of what readers wanted to know in an effective line to raise the interest of readers. This is consistent to the

announcement of Citizens' Coalition for Democratic Media in the forum with the topic, which is the right portal Journalism in July, 2005, revealing that 85.4% of headlines of headlines of the articles were changed because of excessive execution of the editing rights.

Click counts are indicators, showing the favor and interest of readers of newspapers in online media. Among the headlines of online newspapers, analysis on the articles, ranked on the top, attention-attracting headlines were also predominant and subject-hiding and informative headlines occupied the next. This revealed that copy editors of online newspapers frequently used subject-attracting headlines. In addition, it demonstrated that there was a limitation in informative headlines.

In an interview to examine thoughts of copy editors of both offline newspapers and online newspapers, offline editors picked out the actual article as the most important thing, while online editors picked out headlines in editing factors. This shows the difference in views of editing. Offline journalists put more weight on the curiosity of readers and the article value, while online journalists considered 'headlines' and 'immediacy.'

Within the main point in selecting headlines, the delivery of fact in all articles was placed at the first rank, which showed that subjects felt the importance of the accurate delivery of the article. However, there was a difference according to the newspaper systems. Offline journalists put weight on the understanding of readers while online journalists regarded immediacy as important. Also, in the functions of headlines, offline journalists put more importance on the delivery of fact, while online journalists emphasized the guidance of reading to readers.

This research for investigating the differences of offline newspapers and online newspapers resulted in the conclusion that there is a similarity in that the headlines of both newspapers put weight on

the delivery of fact. The major difference between the two medias were that online newspapers preferred the attention-attracting type, understanding that readers showed their interest in conspicuous or provocative headlines rather than usual expression displayed in offline newspapers.

Note that this research was based on a short period of time and with a limited number of subjects. Diversity and expansion of the potential subjects as well as a longer-term of research is required in the future.

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