

# Mallu Styled Online News Headlines of Celebs

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## AIMS AND OBJECTIVES

### Aims

To identify the **Stylistic tools** used in the Online News Headlines by Reporters for Online Celebrity News Headlines.

### Objectives

1. Data sets are collected from the Malayalam Online News Media to see the major Stylistic tools used for an Online Celebrity News Headlines.
2. Data sets are collected to view the Stylistic difference and similarities if any in the Headlines for an Online Celebrity Gossip news and an Online news of Celebrity death.
3. Data sets collected via telephonic interviews with a Journalism Professor and an Online news Reporter to understand their points and views about the online celebrity news and their news values.

## HYPOTHESIS

1. Online News headlines are ambiguous and/or misleading.
2. Online News have either zero or less **News Value**.
3. There is a potential difference in Stylistic tools used in the Online headlines between a Gossip news and death news of celebrities.

## ABSTRACT

In this paper entitled, **Mallu Styled Online News Headlines Of Celebs**, I am trying to look into how the news headlines of online news media are given while giving in news of Molly wood celebrities.

The body of the paper is subdivided into three categories;

- ✓ In the first part we will be looking into the General trend of Online news headlines of celebrities. The news that are on trending would be considered from 24<sup>th</sup> of December 2020 to 2<sup>nd</sup> of January 2021 under trending position up to 3 (considering the Christmas and New year celebrations of celebrities).
- ✓ The second part would look into the differences and similarities if any between the style used by the reporters in writing the headlines of
  - a. Gossip news of two trending celebrities , Pearle Maaney and Krishna Sisters
  - b. The death news of Molly wood 4 film crews a Make up artist, a Director , an Actor and a Lyricist.
- ✓ The last part would include a short summary of a telephonic interview conducted based on the new trends of Molly wood celebrity news and it's news values. The participants are an Online News Reporter and a Journalism Professor.

The methodology followed is a mixture of both qualitative and quantitative analysis, comprising of both primary and secondary sources. News articles which are on trending line from 24<sup>th</sup> of December 2020 to 3<sup>rd</sup> January 2021 would be considered, look into the Christmas and New Year celebrations of celebrities.

The trending celebrities of Molly wood Pearle Maaney and Krishna Sisters and the recent death of 3 film crews members, the news headlines of these two would be taken into consideration.

Additional to this an interview was conducted via telephone, the participants were an Online Reporter and a Journalism Professor. They were interviewed to look into their views on the news trends recently in the online media post pandemic and the news values attached to it.

The articles are collected from the online news media which on ground root level has its on major Print media or Visual media but at the same time they also an online news portal. The online news portal used are the – Samayam (The Times of India), Omanorama (Malayalamanorama), ie (Indian Express) {Print media} and Asianet news {Visual media}.

The findings from the news includes

- ✓ The Celebrity news do have a News Value and target audiences. The headlines are written so as to maintain the freshness and capture the attention of the readers. Most often these headlines are ambiguous and misleading
- ✓ There is a potential difference in style while reporting a gossip news and a real value news like that of death; at the same time they do have some similarities between them.
- ✓ The trending celebrity news often changes drastically on the same day within few hours thus there is a potential fight between the online news medias to have their news under trending, thus it's all about **Who is First**.

## INTRODUCTION

In this paper entitled **Mallu Styled Online News Headlines of Celebs**, we are looking at the headlines of the celebrity news and seeing the stylistic features of these. We all know that with the vast spread influence of Internet and the pandemic with the lock down that followed there after the number of people shifting to or getting attracted to online news are also significantly increasing. Thus it's high time we look into those stylistic characteristics that the reporters use to hook their readers into reading their news.

The study was conducted making use of both quantitative and qualitative methods of research. Looking into the online news articles of prominent news platform so that we maintain the credibility of the news somewhere. To be precise there are quite a lot of online portals which may be run by an individual and the news published may not be credible. He might be outsourcing and getting stuffs depending on other medias.

On the contrary for a Prominent news portals that would be sub group of a print media or audio visual media, they have a commitment towards its readers and would look into the credibility of the news atleast to some extend.

Apart from these the study also made use of a telephonic interview with a Journalism Professor and a Online news Reporter to know and understand their point of view on the whole concept of online news portals and the news values of the Celebrity news.

Headlines are an integral part of any article be it news article, blog, vlogs, YouTube videos etc. It is the headlines that keep the audience to be hooked and read on to the later part of the story.

Headlines can be broadly categorised into two

- ❖ **Summary Headlines / Traditional Headlines**– In these type of headlines you can see that the headlines would be more or less a summarisation of the whole news story. It doesn't have any twist or turns in the news to follow or more precisely it doesn't have any kind of charm to arouse the curiosity of the reader. The reader do have an idea about what is to be anticipated. These headlines often have contain a **Clue word** which is the whole story in the news to follow.

E.g. *nagarattinte ba:viye kuricce cindikkunnoru naqann; ja:num*

City- Gen. future-Acc. About- Dat. Think -Pres. Actor Me- Gen- Coord

*nagaravumjayaso:ryayo:te ennum. kaqappettirikumenna kocci*

City- Coord Jayasoorya- Soc. Always To be indebt- Cop- Fut. Kochi

*me:ya:te.*

Mayor.

An Actor who thinks about the future of the city; Myself and the City would

Always be indebted to Jayasoorya Kochi Mayor.

In this example, you can see that ,

- ✓ The headline is a **Summarisation** of the whole news about an Actor who is doing something for his City.
- ✓ The headline is in **Reported speech**.
- ✓ It **Quotes** the words said by the Kochi Mayor.

✓ The **Semi colon** is used instead of a full stop.

- ❖ **Curiosity Headlines** –These headlines are often **ambiguous** and **attractive**. It **arouse curiosity** of the readers and get them hooked to the headlines and urge them to click on the news headline or the following link. It is under this circumstance the term **CLICK BAIT** comes into view. Click bait can be described as the different techniques used so as to attract the attention of the readers and lures them to click on a headline. It sometimes serves as a characteristic of a **Sensational headlines**. We all do know that the number of online portals are increasing day by day. With everyone around us having a smart phone with internet and everyone using their social media platforms , we could increasingly see these type of curiosity invoking news headlines. Post the pandemic these are increasing tremendously following the lockdown and people had to sit at home without much of any productive work . Because of these news are Multiplying and readers tend to choose those headlines that are more interesting.

E.g. *sa:ro:kʰə kʰa:nn fe:ʃam. a: ne:tʃam swandama:kki malaya:liya:ya*

Sharukh khan. After. That achievement. Pocession- Past. Malayali-Past- Cop

*juma:na kʰa:nn*

Jumaana Khan

After Sharukh Khan this Malayali Jumaana Khan get this achievement.

From this headlines we get to know these

- ✓ The headline arouse a **Curiosity** in the reader to know what did Jumaana Khan achieve.
- ✓ The headline is **ambiguous**, there are missing things that would be completed only after we read the entire news article.
- ✓ There is the technique of **Forward Referencing** which is done by the signal word **That** which is used to refer to something.

As we are looking at the different headlines we should also be knowing that there are different types of Media. Some of them may be

1. **Print Media** – Where the articles are all printed down in a paper. The examples of these includes News paper, Pamphlets, Magazines Etc
2. **Audio Media** – Where we know about things via the audio signals. The example include – Radio
3. **Audio – Visual Media** – Where we can hear and see at the same time. Television are an example for this.
4. **Folk Media** – Which are about the folk culture and the information being spread through them . It could be some drama or plays, puppet play and many more.
5. **New Media** – They are the latest technologies that we make use of so as to share the information. These includes the Online platform like Facebook, Twitter, YouTube, Blogs, Vlogs and many more

In this paper we will be primarily looking into the **New Media** , and within it the Online platforms for news and the headlines used in those.

## METHODOLOGY

This paper entitled **Mallu Styled Online News Headlines of Celebs**, was studied making use of both Qualitative and Quantitative method. A mixture of both primary and secondary source of information.

The first two part of the study included the quantitative method in which secondary sources of collecting news headlines from the Prominent online portals and analysing their stylistic features were done. The last part of the study was done by qualitative methods , the primary data was collected in the form of telephonic interview were the participants were a Journalism Professor and an Online News Reporters. Questions were asked to see their view point on online news source and the news values they attach to the celebrity news.

While checking with the secondary source of data it was made sure that the data was collected from the following online portals

- ❖ **Samayam (The Times of India)**
- ❖ **Omanorama (Malayalamanorama)**
- ❖ **ieMalayalam ( Indian Express)**
- ❖ **Asianet News**

These portals were the online sub of the prominent news platforms of Kerala. Out of these the first three are the Online portal of the Print media and the last is the Online portal of the Audio-Visual media.

Apart from these there are a huge number of online news portals available ranging from those that publish the Local news to the one that are owned by the individuals. Taking articles from these might result in questioning the credibility of the news sources and viewing that the Reporters owe to have some commitment towards the public.

In the primary source the face to face interview wasn't possible due to the Corona crisis. Thus the telephonic interview served the purpose. The first participant was a Journalism Professor who is the head of the Journalism department in one of the Government Colleges of Kerala. She has a 7 years teaching experience in the field. The second participant is an Online news Reporter who have a Post-graduation degree from a University campus in Journalism and her under- graduation in Political science. The reporter has worked in the field for 2 years under a Local online Portal. The interview paved way to know about the experience of the reporter working in the online portal and how they are getting pressure to have more audience and thus making the headlines more **eye catchy** and **curiosity arousing**. In online news it's always the competition between who gave the news first and then the news values decrease with the every passing second.

Being in the middle of the pandemic and the number of news portals increasing day by day it was difficult in sorting out which is to be trusted and included. On top of it the news changes with every passing minute. Thus those news that are on trending on the top 3 and those that have a different and unique stylistic features were considered. The news articles from 24<sup>th</sup> December 2020 to 3<sup>rd</sup> January 2021 were considered to include the Christmas and New year celebrations of the celebrities if any thing came on trending.

Since there was a change in weather thus with the issues of network with the rain there was issues with collecting the data.

#### EARLIER WORKS ON THE AREA OR RELATED TO THE TOPIC

##### ❖ THE CURRENT STATE OF NEWS HEADLINES

In this work written by **Joshua M. Scacco** and **Ashley Muddiman**, trying to analyse the various functions that a headline serves. The entire paper talks about this features of Headlines such as Giving out a summary of the major information that the news article is talking about, so that the reader gets glimpse what they need to expect to while reading the news. The headlines often lure the audience to read the article. If the headlines are attractive and attention seeking then the audience tend to read the whole news article. The reporters needs to look into the state of mind of its readers and thus needs to report those articles that caters to the interest of its readers. Thus the headlines needs to portray the keywords that can grab the attention of the readers of a particular news. The news headlines often gives out a hint of a particular facts which may include **Key words** or **Signal words** that can catch the attention of the readers and lure them to read forward.

##### ❖ EFFECTIVE HEADLINES OF NEWSPAPER ARTICLES IN A DIGITAL ENVIRONMENT

In this work by **Jeffrey Kuiken**, **Anne Schuth**, **Martijn Spitters** and **Maarten Marx** looked upon the increase in click through rates when a particular textual and stylistic features are added to a headline which are rewritten from their original item. The relationship between the click baits and the textual and stylistic features are being analysed. The data set they inspected includes

- Original headlines
- Rewritten headlines
- CTR (Click- through Rates).

The CTR of the rewritten headlines in a news letter from the Online Kiosh Blendle were analysed. Some of the findings of the study includes

- ✓ Editor's of the Blendle do often use the click bait features while rewriting the headlines.
- ✓ The click bait features significantly increased the number of clicks received for a particular headline.
- ✓ But predicting how effective a headline is, only through the click bait features are indeed impossible.

#### GENERAL TREND IN NEWS HEADLINES OF CELEBRITY NEWS

The Celebrity news are most often seen and categorised under **Gossip news**, even though it isn't completely right as in this same paper we will be discussing about the Gossip news and about the reporting of death news of film crews. But one thing which is very common in case of Celebrity news is that the Headlines are very much eye catchy and attractive. They hook

up and lure the attention of the readers and thus urge them to click the headline and continue. There are many click bait techniques that the reporters make use of in order to attract the attention. Under this heading we will be looking into the various stylistic features that the Malayalam online new portals make use of in order to lure the readers.

- The heading being ambiguous, curiosity arousing with loose ends.  
E.g. ittə matta:ṛkkum anubavikka:nilla ! kiccuvinnoppam ṛo:ṣəna a:nn  
This no one else to know –Neg- Cop kichu -with Roshna Ann  
None else can understand this; Roshna Ann with Kichu

In this headline you can see the meaning isn't conveyed to its fullest and we need to read the full article to get the complete meaning. While reading the article we will understand that the **Headline is twisted**. The news article and the headline **talks about two different things**. One can also see the inclusion of **Exclamation mark** in the news article.

- Use of **Adjective with a 'Connotative meaning'**  
E.g. putuvaṛṣattill 'vife:ṣam' pankuveccə b'a:luvmeli:nayum  
New year- Loc special share –Dat Balu- Coord Eleena- Coord

In this New year Balu and Eleena shared the special news

In this example, **vife:ṣam** is an Adjective. The denotative meaning of the word is “**special news**” but it has a connotative meaning called “**Pregnancy**”. In this context it is this Connotative meaning that the writer is denoting to.

- Use of **Film dialogue and Songs**.  
E.g. a.  
su:kṣiccə. no:kkaṇḍaḍa: uṇṇi:, itə dine:fə ka:ṛttikə alla! cu||annlukkili  
Careful- Dat look- Neg Unni this. Dinesh Karthik. No Stunning look- Loc tamizə ha:syata:ram Tamil comedy artist.

Need not Look carefully Unni; This isn't Dinesh Karthik! Tamil comedy artist in Stunning look.  
In this type of headlines, the reporter tend to use those **Catchy phrase** of a film dialogue where the news story can be related. In this context the phrase

**su:kṣiccə no:kkaṇḍaḍa: uṇṇi:, itə dine:fə ka:ṛttikə alla!**  
Is the dialogue from Dinesh Karthik's film in which he had a guest appearance and in this particular dialogue scene he do appears. The original dialogue goes like

su:kṣiccə no:kkaṇḍaḍa: uṇṇi:, itə **ṇa:nn** alla!

From the original dialogue the Pronoun **ṇa:nn** is being replaced with the Proper Noun **dine:fə ka:ṛttikə**. This would make the headline **Interesting** and **Innovative**. In this headline we can also see that there is **semi colon** used to show a pause and **exclamation mark** to show the end of movie dialogue and starting of the main news.

E.g. b  
avann 'vannu kaṇḍuki:ṛaḍakki'; fa:sill abimugam  
He. Come- past see-Past conquer-Past Fasil interview

He Came Saw Conquered; Fasil Interview

- Usage of **English words**  
E.g. endokkeyo: ka:ṇiccu ko:ṭṭunnu:, ni:nuvinte putiya lakkum  
Something to show- Pastto add on- pres Neenu-Gen new look- Coord  
ḍa:nnsumkaṇḍaa:ra:dakarude kamantə!  
Dance- Coord. See- Past followers- Gen comment

Something or the other to add on; Followers comment after seeing the new looks and dance of Neenu.

In this we can see the presence of English words like- look, dance , comment.

- Relating to a **Previous Event** and usage of **Personal Pronoun** and **Possessive pronoun**.

E.g. enikkə onnum sambaviccittilla ; ja:nn pu:ṛṇa a:ro:gyava:nn a:ṇə;  
Me-Dat. Nothing. Happen- Neg me. Complete healthy- M.Cop-Pres  
avarude tetta:ṇə ;. ṣa:nava:sə  
Their- Dat problem- Cop- Pre Shanavas

Nothing happened to me; I am completely healthy ; Their fault; Shanavas

In this headlines we can see that it **start itself with Possessive pronoun** and then after the semi pause it again **starts with a Personal pronoun**.

- Use of **satirical words**

E.g. 'avaḷḷ vaḷare possasi:və. a:ṇə ;. naḍannə a:ṇenkil. ‘ bʰipiyum” ;  
She-F very possessive Cop- Pres. Actor Infin-Aspect BP- Coord  
cakkappaṇattill ninnuḷḷa pinnma:ttatte kuriccə caṇcca !  
Chakkapazham- Loc from- Loc. Back off. About-Dat talk

She is very Possessive ; while the actor has BP ; The talk on why Sivan backs off from Chakkapazham.

In this headline you might feel that the news is about an Actor having a health issue until and unless you know that **BP** in Malayalam is a **Sarcastic term** for **Bhaaryaye Pedi** (Afraid of wife). It gives out an indirect joke. One who doesn't know the **Indirect meaning** they loose the **pun**

- Use of **Numbers**

E.g. swapnam sap<sup>h</sup>alam ; 17 lakṣattintea:d<sup>h</sup>amb<sup>h</sup>ara baikkə swandama:kki unni ;  
Dream come true 17 lakh-Pl-Gen luxurious bike possess-Past Unni  
citraṇṇaḷḷ  
Picture- Pl

Here we can see that the usage of the numerical digital have **Exaggerated** or in a way **Stressed** on the amount. It also have decreased the space that would have been used if it were to be used in letters.

- **Sentiment Evoking**

E.g. 'viva:ha. ji:vitam avasa:niccu ennaripappo:ḷḷ ka:latte piṇaccu ; niṣab<sup>h</sup>da  
Marriage life finish-Past. To be known time scold-Past. Silent  
ka:mukante va:kkukaḷuma:yi' sa:d<sup>h</sup>ika  
Lover- Gen. Word-Pl-Cop-Past. Sadhika  
When my Marriage Life came to and End I blamed the Time ; The words of the Silent  
Lover Sadhika.

In this headline you can see a **Sentimental element** being made use of as in to portray words like **Silent Lover , To Scold/blame time** Etc

We can also see **quotation marks** used to quote the exact words used by the Actress

- Use of **Negative Sentiments**

E.g. a: b<sup>h</sup>a:la etra. ba:gyava:n ; amṛita itra taram ta:ṛaruttə ;  
That Bala how much lucky. Amrita. This much step down - Neg  
carccaya:yiamritayude putiya vi:djiyo  
Talk-Cop-Past Amrita-Gen. New. Video

How much lucky is that Bala; Amrita shouldn't have step down to this low; Talks on Amrita's new video.

In this headline what you see is a negative sentiments. One of the person involved in the news is given a negative shade while the other have been given a positive outlook. Words like **to lower one's self esteem , step down to depths** Etc gives in a negative Sentimental shade to the news mostly **catering to the housewives**.



We can also see the usage of **Question words** like **How much** in the headline to Portray the intensity of the matter.

- **Coining New words.**

E.g. ‘taṭṭi:m muṭṭi:m’ koṇḍuvanna ba:gyam ; vairala:ya ‘muḍiyatti’  
Thatteem Mutteem bring- Past luck Viral-Cop- Past hairy- F  
iviḍeyuṇḍə : abimuḡam  
Here- Loc interview

The luck that “Thatteem Mutteem” brought in; That Viral Hairy is here; An interview

In this news headlines you will notice the Introduction of a new word **muḍiyatti** which is a term that is meant to address a girl/female with a lot of hair. The term isn’t used that often with female even though it’s been used for boy/male as **muḍiyann** (which came into widely accepted by the Character in the serial drama in Malayalam “Uppum Mulakkum”). Thus a new word is formed from a **Pre existing noun word denoting Male** to a **word corresponding to it’s female version**.

In this headline we can also see that the **Name of a film/ soap opera** is given in **single quote**.

There are many techniques used by the News Reporters in the headlines like

- Usage of **quotation marks** while **quoting the words said by someone else**.
- Usage of **semicolon** instead of a full stop
- Coining New generation words catering to the new generation audience
- Usage of new generation words post pandemic including **viral**, **Comment chullan** and many more
- Use of **question words**
- Usage of **Personal** and **Possessive pronoun**.
- Using **personal** or **possessive pronoun** at the **beginning of the sentence**
- Usage of **numerals**
- Omission of **Articles** and **Prepositions**
- Inclusion of **Action verbs**
- The name of a **soap opera, film, lines of a song** Etc are given in **Single quote**.
- Inclusion of **Film dialogue** and **Songs**
- Use of **Satirical words** to create **Pun**
- Using **connotative meaning** and the readers involvement to know the textual analysis.
- Using of **English words**
- Use of words that **invokes Sentiments** which can also be **Negative Sentiments**
- The most important one is the headlines can be in **Loose ends, ambiguous and misinterpreting**.
- Using **Relevant, Apt** or **Closely related Photographs** with every news article

## DIFFERENCES AND SIMILARITIES IN THE REPORTING OF TWO POLAR TOPICS IN CELEBRITY NEWS : DEATH NEWS AND GOSSIP NEWS

Almost all Celebrity news are categorised under Gossip news but it is also to be noted that death news from the entertainment news are also Celebrity news as they invoke the **Sentiments of the audience**. These mainly whether death news or Gossip have a larger audience which mainly include the **housewives**.

As we have already seen the major stylistic features of headlines of celebrity news thus in this section we will only be looking at the difference in the headlines for a Gossip news and Death news.

As there are quite a lot of gossip news we will only be looking into the most **Sensational celebrities** post pandemic who have a huge fan following in the Molly wood: **Pearlie Maaney** and the **Krishna Sisters**.

In case of the death news we will be looking at the headlines of the recent deaths in Molly wood film industry – A Director, A Make up artist, An Actor and A Lyricist. We will be looking at how the headlines of these differs from that of the Gossip news and see if there is any difference in the headlines within these different death news.

- ‘kaḍalinnaga:d<sup>h</sup>ama:m ni:limayill’!  
Inside the depths of sea Blueness- Loc

In the blueness within the depths of sea

In this headline we can see that the headline is **Nothing but the lines of a beautiful song** in a Malayalam film. This headline is apt to the news that follows where the eldest among the Krishna Sisters, **Ahaana Krishna** is seen as photographed with a bikini standing in-depth of a sea.

- ‘valayill vi:ṇa kilikal’ ke:ttə vi|iccu ; ‘arabikada’yile pa:ttuka|  
Net- Loc fall-Past bird-Pl. Hear-Past. Call-Past Arabikadha-Loc song-Pl.  
pirannu  
Born – Past

Called after heard 'Valayill veena kilikkal' (Birds that fell in a net); Thus born the songs of 'Arabikadha'

The headline is about the news reporting the death of a Malayalam Lyricist **Anil Panachooran**.

This headline too make use of the lines of a song (Valayill veena kilikkal) but here it talks about the **Song written by the Lyricist himself** and how it motivated the director to invite the Lyricist to write the songs of a particular movie 'Arabikadha'.

- ✓ Thus while in the first Gossip headline we see the Reporter **Making use of someone else’s famous song to match the background of the click** in the latter the reporter **make use of the Lyricist own song to shout out his capabilities**.

- ‘itinu uttarava:diya:ya ta:nn aṇṇane!’ ; trendiṇṇa:yi pe:ṭṭiṣə va|akka:ppə  
This responsible-Past you like that trending-Cop-Past Perlish valakkaapp  
vi:q̣iyo  
Video

The Reason behind this; Trending video of Perlish Valakkaapp Function

The headline talks about the trending video of the Molly wood Celebrity couples Pearlie and Sreenish for their valakkaap function (Pre maternal Function). We can see the quote which talks about “The reason behind this (Reason behind my pregnancy)” the remaining is about Pearlie making her husband Sreenish also do all the functions she is doing. We have to note 2 things here the quote said by Pearlie, **The Reason behind this** and the word **Perlish** which is a word formed by the **blending of their names Pearlie and Sreenish**.

- ‘va:kkukalill ‘aram pattuka’ ; ‘itə aya:luḍe ji:vittatto:də ka:ttunna  
Word-Pl-Loc issue become this he-Soc life- Soc. Show- Pres  
avahe:|anama:ṇennə hari:ṣə peradi  
Disrespect-Infin. Harish Perady

The Words You Said comes true (negatively) ; This is a disrespect towards his life Harish Perady.

This headline is about the death of a Malayalam actor **Anil P Nedumangad**. The headline is written in a way of quoting the words said by the actor’s friend the Malayalam Director Harish Perady.

In this headline as well we need to look into 2 things . First one is that about the **Post of the actor in his Facebook page** about the late director Sachi. Where he writes that he miss him on this day. This was posted few hours before the actor’s death. Thus the **Intra quoting within the headline** , “**Vaakkulalill Aram Pattukka**” which translates into the **Words being uttered becomes true** (negatively). This is the second thing to be noted.

- ✓ In the first headline we saw the headline based on the **Vlog of the couple about their maternity function** while the latter headline was **Indicating towards the actor’s Facebook update few hours before his death**.
- ✓ In the first headline we see the **Formation of new word with the blending of the couples name** while in the latter we can see the **use of a proverb**.

- va|akka:ppinupinna:le mattoru sando:ṣam ; puraska:ra niravill pe:|i  
Valakkaap- Dat following another happiness award shower-Loc. Pearlie



Following soon after the Valakkaap ( Pre maternal Function) Pearlie in Happiness receiving the Award.

The headline focus on **two events that happened one after another which brought more happiness** to the actress , Pearlie Maaney.

- ya:trakkidayilum. hridaya:k<sup>h</sup>a:tam; samvida:yakann ṣa:nava:sə kocciyill  
Journey-In between- Coord heart attack director Shanavas Kochi-Loc mariccu

Dead- Past

In between the Journey again a Heart attack ; Director Shanavas died at Kochi

This is a headline which talks about the death of the Malayalam Director **Shanavas** . W  
We can see that there are 2 events that happened one after another. The first being the Director having a heart attack and followed by his death in Kochi.

- ✓ We can see that the both the headlines had a chain of two events that happened one after another. Resulting to something **more bigger**.
  - ✓ While in the First headline the events were good ones resulting in more happiness when the latter had two bad events which led to a sorrowful result to Molly wood industry.
- 'itilum vilaye:riya matteduṇḍə patinaṇjam vayasill piranna:ll  
This- Coord price-more what else 15<sup>th</sup>-Card age-Loc. Birthday  
samma:nikka:nn?'; ammuvinte su:ppaṭ kyu:tṭə samma:nam  
To give- Infin Ammu- Gen. Super. Cute. Gift

What else is there which is more price worthy to be gifted for the 15<sup>th</sup> birthday?  
Ammu's Super Cute Birthday gift .

The headline is about a super cute gift that Ammu (Ahaana Krishna Kumar) has bought for someone who is 15 years old ( Hansika Krishna Kumar, who is her youngest sister aged 15 years). The most important thing to be noted is only one of the party involved is being named and identified , the other significant half is avoided giving some clues.

Another interesting fact is that in the headline instead of **Ahaana Krishna Kumar** she Identified with her pet name **Ammu**. And those who know that Ahaana's youngest Sister is 15 years old can only get in the meaning of the headline.

- nivinn po:liyuḍe me:kkappə ma:nnə marattill ninnə vi:ṇu mariccu  
Nivin Pauly- Gen. Make up. Man tree-Loc from fall-Past dead-Past  
nakṣatram tu:kkunnattiniḍe apakaḍam  
Star. To hang- Infin- In between. Accident

The headline is about the death news of a Make up artist **ShabuPulpally** who worked under the Malayalam Actor Nivin Pauly. While the identity and name of one of the two involved the other who has much role to play is **under the shadow of the former**.

- ✓ While comparing the two news headlines we find that the first one was part of a celebration and gifting which gives a joyous mood while the latter belonged to death news which is sorrowful.
- ✓ In both the cases only one of the person involved has been named and identified
- ✓ The significant which is the obvious one who had **more part to play** has been **pushed under the former which is more famous and has wider fan following and popularity** .

### ANALYSING THE INTERVIEW RESULTS

Along with secondary sources a primary source of telephonic Interview was also done. The participants included in the interview are a Journalism Professor and an Online News Reporter. In this final section of the paper we will be looking at the results of the interview and the **View points of the participants on the Online news and the News value of Celebrity News**.

Around us it is very rare to find atleast one person without a smart phone especially post pandemic and the followed lockdown. Everyone started getting addicted towards the mobile and internet as they had to lock themselves up in the house with nothing much to do. Thus the number of people using the social media platforms have also increased significantly. Thus the number of online portals have also increased. Now a days we can also find the news portals of individuals.

The reporters are more or less to focus **on the need of their readers**. If the readers prefer fashion based news accordingly to be given or the interest is in entertainment news the focus is more on that. If they are in need of local needs those are provided. In short it's the **audience who decide what is to be given out In a news portal** which area to be more focused on.

In online news , the news changes with every passing minute , whatever information you get you need to report it immediately . But a Reporter should never forget the principle **Get it Fast, But Get it Right**.

The headlines of a news article has an important role to decide whether the news would be on trending search or not. Only if the headlines are attractive and catchy they can lure the audience to make them click on the headlines.

The news of celebrity gossip are in trending always and there is always a wide section of audience for this news articles. These include a prominent number of housewives. After their hectic daily chorus they sit with their phone to see interesting news which could make them feel relaxed and entertained. Many of them do believe that these news are true to the fact completely.

For instance the news of Pearlie Maaney and the Krishna Sisters are on trending searches always as they have **Zero or less haters** and **very high fan following**. Due to this reason any news relating to them easily get caught with the attention of the readers. Most of the time these news items are **Outsourced**, i.e., these are being collected from various other medias be it Print media, Audio Visual media or the Celebrities pages to which they themselves have uploaded their status and pictures. Along with the headlines the **Photographs** that come along with the news also have an important role to play. The photographs are also often eye catching. They are sometimes not very much related to what the article is about and thus can be **misleading**.

If a question is asked on whether the Celebrity news have any news value , we cannot completely deny it's news value and put it out that , celebrity news have either less or zero news value.

**Celebrity news are also a category of news**. They do have their own audience and it's own news values. They are at times the most important factor that can rocket up the **Viewership of a particular news portal**

## RESULT

News is an important part of our life. In our everyday life we do receive a lot of information that we are sometimes put into a stage of **Information overload**. Even though the print media provides the most credible news and in India it is still largely in demand; Online news portals helps us to see the trending news and important things to be known **away from a touch to our phone**. Anyone having a smart phone and a data pack along with network can access to these online portals sitting anywhere around the globe.

Headlines plays an important role for the audience to decide whether or not to click on the headline. It should fire the curiosity of human beings and lure them to click on these headlines. Headlines also act as a virtual gate keeper and filter the unwanted news that a particular audience feels like leaving behind.

In order to attract the attention, there are many stylistic features that the reporters make use to design the headline to make them into a good click bait. Some of them include –

- The length of the headline, at a maximum of 70 characters.
- Keywords being positioned in the beginning of the headline
- Usage of Action words, abbreviations and clippings
- Usage of question word and quotes
- Using of Personal or possessive pronoun
- Contain sentimental words, including negative sentimental

There is quite a bit difference in the reporting of the Celebrity news of Gossip and death

- Gossip provides happiness and evokes curiosity among the readers

- Death news work on using the **Sentiments of the readers**
- There is difference in the usage of the words, dialogues, songs Etc.
- Death news evokes the pity nature of the readers and make them hooked up in the tragedy
- But whether gossip news or death news **the value of the celebrity is always looked upon.** If 2 people with different celebrity values comes into picture **the one with the more celebrity value is being outshone the other is being pushed back.**

It is not a matter of question to ponder upon whether a celebrity news is news worthy? As **It is the audience who decides the worth of a news.** It is in accordance of the **need of a reader a news is being published.** Thus, as long as a celebrity news have a **target audience**, they are **news worthy.**

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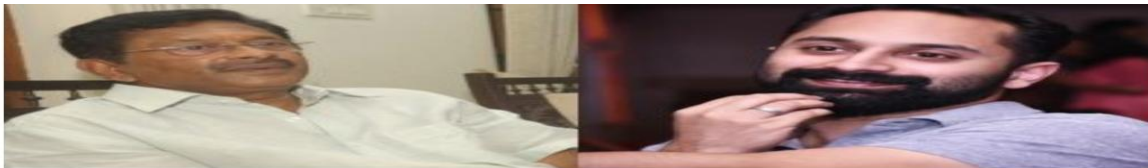
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## APPENDIX

**വളക്കാപ്പിനു പിന്നാലെ മറ്റൊരു  
സന്തോഷം; പുരസ്കാര നിറവിൽ  
പേളി!**

**'ഇതിലും വിലയേറിയ മറ്റെന്തുണ്ട്  
പതിനഞ്ചാം വയസ്സിൽ പിറന്നാൾ  
സമ്മാനിക്കാൻ?'; ഹൻസുവിന്  
അമ്മുവിന്റെ സൂപ്പർക്യൂട്ട് സമ്മാനം!**

**'വാക്കുകളിൽ 'അറം പറ്റുക"; ഇത്  
അയാളുടെ ജീവിതത്തോട് കാട്ടുന്ന  
അവഹേളനമാണെന്ന് ഹരീഷ് പേരടി**



**INTERVIEW**

**അവൻ 'വന്നു കണ്ടു കിട്ടടക്കി': ഫാസിൽ  
അഭിമുഖം ■■**

നിവിൻ പോളിയുടെ മേക്കപ്പ് മാൻ  
മരത്തിൽ നിന്ന് വീണു മരിച്ചു;  
നക്ഷത്രം തൂക്കുന്നതിനിടെ  
അപകടം



**'ഒടുവിൽ സച്ചിയുടെ അടുത്തേക്ക്  
അനിലും'; അനിൽ ഒടുവിൽ കുറിച്ചതും  
സച്ചിയെ പറ്റി, ചർച്ചയായി വാക്കുകൾ!**



നഗരത്തിന്റെ ഭാവിയെ കുറിച്ച്  
ചിന്തിക്കുന്നൊരു നടൻ; ഞാനും...

'തട്ടീം മുട്ടീം' കൊണ്ടുവന്ന ഭാഗ്യം;  
വൈറലായ 'മുടിയത്തി'  
ഇവിടെയുണ്ട്: അഭിമുഖം



‘സ്വപ്നം സഫലം’; 17  
ലക്ഷത്തിന്റെ ആഡംബര  
ബൈക്ക് സ്വന്തമാക്കി ഉണ്ണി;  
ചിത്രങ്ങൾ



എനിക്ക് ഒന്നും സംഭവിച്ചിട്ടില്ല; ഞാൻ  
പൂർണ്ണ ആരോഗ്യവാൻ ആണ്;...



എന്തൊക്കെയോ കാണിച്ചു കൂട്ടുന്നു;  
നീനുവിന്റെ പുതിയ ലുക്കും...



## 'ഇതിനു ഉത്തരവാദിയായ താൻ അങ്ങനെ!'; ട്രെൻഡിങ്ങായി പേർളിഷ് വളക്കാപ്പ് വീഡിയോ!



ആ ബാല എത്ര ഭാഗ്യവാൻ: അമൃത  
ഇത്ര തരം താഴരുത്; ചർച്ചയായി...



കവി അനിൽ പനച്ചൂരാൻ  
ആദരാഞ്ജലികളുമായി...



'വലയിൽ വീണ കിളികൾ' കേട്ട്  
വിളിച്ചു; 'അറബിക്കഥ'യിലെ...



ഷാരൂഖ് ഖാൻ ശേഷം ആ നേട്ടം  
സ്വന്തമാക്കി മലയാളിയായ ജുമാ...



**സൂക്ഷിച്ച് നോക്കണ്ടോ ഉണ്ണീ, ഇത്  
ദിനേശ് കാർത്തിക് അല്ല! ചുള്ളൻ  
ലൂക്കിൽ തമിഴ് ഹാസ്യ താരം**

**പുതുവർഷത്തിൽ 'വിശേഷം'  
പങ്കുവെച്ച് ബാലുവും എലീനയും**



'അവൾ വളരെ പോസ്സസീവ് ആണ്;  
നടന് ആണെങ്കിൽ 'ബിപിയും';...



ഇത് മറ്റാർക്കും  
അനുഭവിക്കാനാവില്ല!...

## INTERVIEW QUESTIONS

- Take on news post pandemic
- How do you see online news media and it's reporting of news
- What do you think about who all can be an online news reporter?
- The news value of online celebrity news
- What are the major trends in online news
- What do you think about the features of a click bait
- Can you share your view on the ambiguity and misleading nature of online news headlines
- How do you think an online news can stay under trending
- Do you think there is a gatekeeping in online news reporting
- Do you view the increase in online news portals in positive outlook?

- Which media do you prefer Print media, Audio Media , Audio Visual Media or Online Media?  
Why ?

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