# RHETORIC WRITTEN IN THE HEADLINE OF MARKET ISSUES: A CRITICAL DISCOURSE ANALYSIS

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## ABSTRACT

In the age of accessible news, where it can be obtained anywhere and anytime, news can be shared through social media, and it merely showed the headline as the way to intrigue the readers. The writing of headline structures expressed what is the center of information, who is the participant, and what action is done. This issue unintentionally can also shape the readers' perception, the order of participants and action in the sentence influence the various aspect into the meaning. This study examined how rhetoric is written in the headlines of market issues based on critical discourse analysis. It applied the theory proposed by Van Dijk (2013) namely formal structures of discourse. 300 data were obtained from November 2022 to February 2023 based on the syntactic structures. The findings showed that there are three ways that media used in arrangement of words and phrases to create the headline news. They are active, passive, and nominalizations. Active become the most types used in the headline, followed by passive and nominalizations. This analysis inferred that the perspective of CNBC Indonesia is neutral but sometimes they also supported the government's economic policies. It is because they did not show their inclination towards one party.

## INTRODUCTION

One of the most significant economic sectors is the stock market, and many people attempt to define and interpret the various stock market movements in a variety of ways (Nemes & Kiss, 2021: 376). This stock market involves in the market issues sections that are primarily concerned with the macroeconomics, market capital, banking, international economics, and other financial industries that comprehensively influence the dynamics of the national economy. Market issues are important in newspapers because they provide valuable insights

into the performance and trends of various industries and markets, which can help readers make informed decisions about their investments, businesses, and personal finances.

News headlines are the most significant aspect of the news because they provide a quick mode of information to those who do not have time to read the full details of a news item (Javed & Mahmood, 2011). It provides a short summary of the news information that will present in the article and identities with some characteristics such as range of stylistic and rhetorical device that applied to intrigue the readers (Semino, 2018). Given that news headlines serve as a summary and express the topic of a news item, readers will look at the headline first because it captures their attention before they proceed to read the rest of the news reporting (Van Dijk, 1996). In the age of accessible news, where it can be obtained anywhere and anytime, news can be shared through the social media, and it merely showed the headline as the way to intrigue the readers. Since headline is a short way to perceive what information presented, some headlines may appear ambiguous or obscure (Semino, 2018).

Furthermore, news headlines are viewed as a form of political discourse and have an essential role in attracting readers' attention and constructing certain ideologies (Al-Badawi & Al-Najjar, 2021). It inferred that the media aim their headlines at their own readerships, who are likely to be familiar with their language, running stories and main personalities (Semino, 2018). As a result, headlines are not merely expressing the most important topic of a news report, they also focus on other aspects of the news so as to manipulate the attention, understanding, and memory of the readers (Van Dijk, 1996). In this issue, the text in the headline can be exploited based on the journalist's perspective toward an event that is received by the reader.

Tymbay (2022) argued that language means, and manipulative strategies employed by different sides vary considerably. The meanings in a text are expressed in many ways, such as sentences, clauses, phrases, words, and so on, as they are traditionally studied in grammar (Van Leeuwen in Van Dijk, 2013: 188). Journalists have a model of each news event, and they generally write their reports in several ways that readers form a model that is at least similar to their model of such an event (Van Dijk, 1995). This structure of model presented in the headline can be used to manipulate the information by emphasizing specific elements, framing the story positively or negatively, using sensational or objective language to influence how readers perceive and interpret the headline, ultimately shaping their initial impression and understanding of the information.

Van Dijk (2013) discussed that syntax is about the order and other structures of constituents and this word order may reflect such meaningful aspects of what is known and unknown, now in focus or not, and so on. The writing of headline structures expressed what is the center of information, who is the participant, and what action is done. This issue unintentionally can also shape the readers' perception, the order of participants and action in the sentence influence the various aspect into the meaning. Thus, headlines can be ambiguous, which means they can have two different meanings (Freeborn, et.al. 2013), that occurs for a variety of reasons such as the position of the subject and predicate in the news headlines determined the media's viewpoint and attitude toward a person or group of people in the

information.

Ideologically, discourse structures are about emphasizing our good things their bad things that may also implemented at the sentence level with such syntactic structures as word order or topic-focus articulation (Van Dijk, 2013). It construes that the text structures, either the use of active, passive or nominalizations, influence how actions and responsibilities are portrayed in a headline. Additionally, headlines are responsible for focusing and attracting people's attention in addition to summarizing the news story (Prateepchaikul, 2010). In the context of market issues. unintentionally, readers' perceptions may be influenced by the headline's information. The creation of biased headlines influences public opinion and perception because some news consumers believe that the entire story can be distilled down to that bold print (Montejo & Adriano, 2018). Van Dijk (2013: 191) stated that most studied is the ideological use of passive sentences and nominalizations, which allow that agents are left implicit or placed in last position, for instance in order to mitigate their role in negative actions. By applying these sentences form in the headline, media can shape the public's knowledge toward the information, either to persuade for having the same perception or to manipulate them with alleviating the news negatively.

Active, passive, and nominalizations can be applied in the strategy of persuading audience or readers called rhetoric. It is one of the elements in microstructures of text dimension in critical discourse analysis that use in persuasive communication, both written and spoken which included using language effectively to persuade, inform, or influence an audience. Richardson (2007) described rhetoric as a strategy to persuade people to have the same perspective taken from words in the text. Thus, rhetoric is utilized in the text to convince or sway an audience. Rhetoric plays a central role in news production, as media outlets use language to shape how audiences understand and interpret current events (Bennet, 2007). In addition, headline often use rhetoric to attract readers (Semino, 2018).

There are 25 types of rhetoric found on the market issue in the headline of CNBC Indonesia, namely; hyperbole, metaphor, understatement, rhyme, metonymy, and parallelism, personification and onomatopoeia, onomatopoeia-hyperbole, hyperbole-rhyme, personification-metaphor, hyperbole-understatement, metaphor-hyperbole, personification-hyperbole, metonymy-metaphor, hyperbole-metonymy, hyperbole-parallelism, hyperbole-personification, metaphor-metonymy, metaphor-rhyme, metonymy-hyperbole, onomatopoeia-metaphor, parallelism-hyperbole, understatement-hyperbole, and understatement-metaphor. It inferred these types in the form sentence such as active, passive, and nominalizations can be employed as a persuasive strategy toward the readers. Since headline used to manipulate the attention (Van Dijk, 1996) and the use of rhetoric as a persuasive strategy, it can imply that the use rhetoric in the headline to manipulate and persuade the readers. For this reason, it requires to be examined how the rhetoric in the headline are persuasive and manipulative sentences.

This rhetoric can be seen from syntax or syntactic structures in the formal structures of discourse as proposed by Van Dijk (2013). Formal structures of discourse related to the sentence structure, the form of how the text is written. Every text has its own form, the sentence structure of headline could not be the same as the sentence structure in the flyer promotion. In

addition, the meaning in the text of discourse can be expressed in many different ways and this variation may have many interactional, communicative, and other social functions (Van Dijk, 2013). In the context of media, journalists use active voice in describing the actions and events whereas they prefer passive voice in presenting the actions in which the agent is unknown or irrelevant (Sogut, 2019). The passive voice employed by journalists to influence their audience or changing viewpoints by being vague about the doer of the action in the sense that they hide the identity of the doer of the action to shift emphasis to the action itself (Almahameed, Al Bataineh & Ammari, 2022). Nominalization is preferred when the agent is unidentified, knowledge about agency is irrelevant so that the author wants to hide or downgrade the responsible negative agency, etc and typically it exploited to leave implicit or hide the agents of actions (Van Dijk, 2008: Van Dijk, 2013)

Considering sentence forms can control the headline, critical discourse analysis (CDA) is applied in this present study. Critical discourse analysis is an interdisciplinary approach that examines language and communication to uncover power dynamics, social structures, and ideological influences in discourse. It has a concept that language is a form of social practice and seeks to make people aware of the mutual influence between language and social structures that they are usually unaware of (Fairclough, 1989; Van Dijk 1993; Wodak, 1989). CDA also aims to look at not only the text itself but also its production and interpretation within a larger social context (Montejo & Adriano, 2018: 71). As such, critical discourse analysis investigates texts that possess the power to influence society, which Machin and Mayr (2012) contend are often ideological and seek to shape the representations of people and events for specific purposes. Van Dijk (2013: 176) claims ideologies are largely acquired, expressed, and reproduced by discourse, and that hence a discourse analytical approach is crucial to understand the ways ideologies emerge, spread, and are used by social groups.

There are some studies examined the analysis of rhetoric in the headline. Gajendra, Alquhali, Al Maaytah, and Alkoli (2022) investigated the rhetorical expressions found in the headlines of two Kannada newspapers, Mysore Mitra and Andolana. Monsefi and Mahadi (2017) analysed wordplay analysis to look at the rhetorical elements of Persian news in 100 online news headlines. Several studies have conducted the analysis of using active, passive, and nominalizations in the headline. Sogut (2019) examined the ideology in the news through active, passive sentences and nominalization in news report about the terrorist attack in Ankara on October 10th, 2015, across British and American newspapers. Al Badawi and Al Najjar (2021) analysed the language of politics in news headlines regarding the Christchurch massacre in New Zealand from a Critical Discourse Analysis perspective to examine how power and ideology reside in texts. Almahameed, Al Bataineh, and Ammari (2022) investigated the purposes of passive construction in political news reports in three newspapers, namely The Washington Post, The Wall Street Journal, and The Guardian. This study focused on the text in news article instead of the headline.

Furthermore, some studies also applied the critical discourse analysis in analyzing the headline. Montejo and Adriano (2018) analysed the discursive devices used in the news headlines, unravel the ideologies of the media practitioners, and reveal the insights from five

major online news portals in the Philippines: ABS-CBN, CNN Philippines, GMA, Interaksyon, and Rappler. Hasan (2018) employed the ideological constructions in Pakistani news bulletin headlines and their impact on the viewers through Fairclough's framework for critical discourse analysis (CDA) by applying it to the electronic media news headlines and comparing three different Pakistani news channels. Kharbach (2020) examined using an interdisciplinary critical discourse analytic framework and Van Dijk's ideological square concept and mental model theory, as well as Laclau and Mouffe's discourse theory in the headlines of Al Arabiya English and Al Jazeera English as an example.

Based on the explanation above, this present study examined the how rhetoric realized on the market issues in the headline news of CNBC Indonesia which go to the research question: (1) How is the rhetoric on market issues realized in formal structures of discourse?

## METHODOLOGY

A qualitative research approach was used in this journal article to investigate the topic of market issues as presented in the headline news of CNBC Indonesia. The study focused on a corpus of clauses containing market issues. The primary data source was the headline on the website of CNBC Indonesia, which was focused on the market issues section covering a wide range of topics such as macroeconomics, market capital, banking, international economics, and various financial industries relating to the intricate dynamics of the national economy. The data were obtained from November 2022 to February 2023 based on the syntactic structures proposed by Van Dijk (2013), namely active, passive, and nominalizations. The instrument of data collection that was applied in this study was the documentation technique, which was collected from the websites of CNBC Indonesia in the market sections. Then, document analysis was employed as a technique of data collection. Last, Van Dijk's level analysis of critical discourse analysis, namely social cognition, was used as a technique of data analysis in this study.

## FINDINGS AND DISCUSSIONS

Based on the data analysis, it showed that there are three ways that media used in arrangement of words and phrases to create the headline news. They are active, passive, and nominalizations. The amount of data was displayed in the table and represented in the text below.

**Table 4.1. Realization of Rhetoric in Headline of CNBC Indonesia on Market Issues**

| No | Realization of Rhetoric | Frequency | Percentage (%) |
|----|------------------------|-----------|----------------|
| 1 | Active | 238 | 79.3 |
| 2 | Passive | 48 | 16 |
| 3 | Nominalizations | 14 | 4.7 |
| | Total | 300 | 100 |

According to the table above, active sentences are the most common type of sentence found in headline news about market issues. The passive is then followed by nominalizations, which are the least common. The active voice is used in the headline to inform the reader about who did what. It contrasts with the passive voice, which is used in the headline to tell what happened while hiding who did it. Meanwhile, nominalization is used to condense a large amount of information into a small number of words.

The table assumes that active voice is used in headline writing to draw the reader's attention to the actor in the information. CNBC Indonesia usually intends to provide news about what the participant does without a doubt. In the headlines of CNBC Indonesia, passive voice and nominalization are still used to present market issues. However, it reveals that the media used active voice to entice the reader to focus on the information about the participant's actions or choices in the headline. These types of realization implied how rhetorical devices are realized in market-related headlines.

Active voice is a sentence structure in which the subject of a sentence performs the action described by the verb. It tends to make sentences more concise, direct, and engaging because the focus on the subject or actors and emphasizes their role in the action. Based on data analysis, active voice was found in data (54) and (55).

In data (54), there are two pieces of information written using the active sentences in the headline. The first information is with the subject 'Fed' and the action 'bakal naikan' and the second information is with the subject 'RI' and the action 'banjir'. This headline clearly described who is the actor and what they do. There is no subject that is left implicit. Here is the data examples:

**Data 54/131222**

| Fed | Bakal Naikan | Bunga Lagi | RI | Malah Banjir | Duit Asing |
|---|---|---|---|---|---|
| **Subject** | **Verb** | **Object** | **Subject** | **Verb** | **Object** |
| The Fed | Will Raise | Rates Again | Indonesia | is Getting Floods | of Foreign Money! |

Meanwhile, data (55) showed the subject '*6 Emiten Emas*' and the action *'ambrol'* in the first information is written explicitly. However, in the subsequent sentence that aims to explain the consequences of the stock price decline, it is not written explicitly and caused

lacking a clear subject and action to convey its intended meaning. Data example is presented below:

**Data 55/161222**

| *6 Emiten Emas* | *Ambrol,* | *Ini* | *Penyebabnya* |
|---|---|---|---|
| **Subject** | **Verb** | **Subject** | **Verb** |
| 6 Gold Issuers | Collapse | This Is | the Cause |

Passive is a type of sentence in which the subject receives the action performed by the verb. In Bahasa Indonesia, passive sentence is identical with the addition of '*Di*' and *'Ter'* before the verb. Furthermore, in this data analysis, passive voice was found in data 228 and 188. In data (228), the agent in the sentence is positioned at the end. The actor of the activity, namely 'GOTO', should have been associated with diramal bakal cash crunch 'will be predicted cash crunch'. However, the actor is omitted from the main sentence and is instead included in the subsequent sentence, which provides an explanation of the company's economic condition. Here is the data example:

**Data 228/130123**

| - | *Diramal* | *Bakal cash crunch,* | *Napas Goto* | *Masih Panjang* |
|---|---|---|---|---|
| **Subject** | **Verb** | **Object** | **Subject** | **Verb** |
| - | Will Be Predicted | Cash Crunch, | GOTO's Breath | Is Still Long |

In data (188), the passive sentence structure is initiated by an adverb that reports a prediction regarding the state of affairs in the year 2023. The passive sentence encompasses an actor, action, and predicate. However, the actor in this particular sentence is presented implicitly. Based on the reading of the entire article, it becomes apparent that the subject referred to as cuma sektor ini pertains to the consumption sector, the digital sector, and the telecommunications sector. Instead of explicitly mentioning these three sectors, the media choose to describe them in a generalized manner, which potentially raises inquiries among readers regarding the specific sectors anticipated to experience gains in the year 2023. The data is presented below:

**Data 188/100123**

| *2023 Bakal Gelap,* | *Cuma Sektor Ini* | *Yang Diramal* | *Bakal Cuan* |
|---|---|---|---|
| **Adverb** | **Subject** | **Verb** | **Object** |
| 2023 Will Be Dark | Only This Sector | Is Predicted | To Be Profitable |

Nominalization is a process of transforming a word or phrase into a noun. This is typically done by adding a suffix or changing the word's grammatical form, such in Bahasa Indonesia, by adding suffix '-an or '-nya'. Based on data analysis, nominalization was found in data (231) and (43).

In data (231), nominalization is found in an active sentence indicated by the word tekanan 'pressure', which is in the first position of the headline sentence. The nominalization of this word signifies the action experienced by the Global Exchange, resulting in varied movements in the European Exchange during the early trading session. The use of nominalization in this headline represents the cause of the information, which is the factor behind the diverse movements in the European Exchange. Here is the data example:

**Data 231/231222**

> *Tekanan Pada Bursa Global, Bikin Bursa Eropa Galau*
> Pressure on Global Exchanges, Making European Exchanges Confused

Besides in data (43), a nominalization was found in the word "ikutan" which covered the weakening of the KOSPI Composite and IDX Composite at the close of trading. This event was inversely proportional to the Asian Stock Exchange, which closed strengthened, as revealed in the first information. To disguise the actions experienced by the KOSPI and JCI, the media changed the verb ikut to the noun ikutan so that it is seen that the perpetrators were not the ones who carried out the actions. Because the word ikutan is a noun, it aimed to emphasize information related to KOSPI Composite and IDX Composite in this headline. The data is presented below:

**Data 43/051222**

> *Bursa Asia Berakhir Cerah, Sayang KOSPI-IHSG Engga Ikutan*
> Asian Stock Exchanges End Brightly, It's a Shame KOSPI-IHSG Don't Follow

The findings showed that the headline in CNBC Indonesia tends to use active sentences rather than passive sentences and nominalizations. Since the media has employed rhetoric in the headlines, it leads to the use of framing the participants or events. When the media expressed the headline in active voice, it inferred the rhetoric applied to frame the participants because the subject is written explicitly. While the media produced the headline in passive voice and nominalization, it assumed the rhetoric applied to overemphasize the event or to hide the participants in the headline. For this reason, the media sometimes used unclear or implicit agents in writing the headline, which is affected by what events are presented.

The result of this study is different from Van Dijk's (2008) theory who stated that most studies used the passive voice and nominalizations. However, this study is in line with Van Dijk's (2008) statement that passive voice is used to place agent or participant in the last position and left them implicitly, also nominalizations to hide the agents of actions.

In addition, the result of this study also differed from Mardikantoro, Baehaqie, and Siroj (2022) who investigates how violence against women in several Indonesian newspaper. The research found that Indonesian newspapers construct their news using active voice to describe specific instances of gender-based violence and to present women as victims as weak and submissive. On the market issues, active voice applied in the headline to frame the perspective toward participants by using rhetoric.

Meanwhile, the result from Sogut (2019) who examined ideology in the news through active, passive, and nominalization in British and American newspapers showed that the journalist uses active voice in describe the actions and events. Passive voice is applied to present the actions in which the agent is unknown or irrelevant and nominalization employed to persuade the readers.

This study however similar to Badawi and Najjar (2020) who investigated the language of politics in news headlines about the Christchurch massacre in New Zealand from the BBC and CNN online news agencies. It was discovered that they used active voice structure when referring to the victims, their families, and New Zealanders in general to emphasize their response to the attack. It referred that some headlines used active voice to focus on the agent or actor in the information of the headline.

**CONCLUSIONS**

Considering the analysis above, it can be inferred that there are three ways rhetoric is

written in the headline of market issues. First, the object of the information is not written clearly and causes lacking interpretations toward the participant. Second, the participant in the headline is omitted from the main sentence and is instead included in the subsequent sentence. Last, presenting the cause of information in the headline. Thus, this analysis inferred that the perspective of CNBC Indonesia is neutral but sometimes they also supported the government's economic policies. It is because they did not show their inclination towards one party.

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