

## Attracting Recipients Through Luring Headlines As The Digital Communication Icon

By

**Adheem Kamil Zreyazb**

College of Arts, Department of Media, University of Babylon/Iraq Corresponding Author's

Email: [adheem.kamil@uobabylon.edu.iq](mailto:adheem.kamil@uobabylon.edu.iq)

**Thanaa Ismael Rashid**

College of Arts, Department of Media, University of Babylon/Iraq Email:

[bus.thanaa.abd@uobabylon.edu.iq](mailto:bus.thanaa.abd@uobabylon.edu.iq)

### Abstract

The present study aims to employ the idea of luring headline in traditional and modern media news, including news websites and press to reduce the effects and repercussions of the phenomenon of headlines reader that is prevalent in light of digital communication significantly between different types of audience and to solve the problem of readers', listeners', and viewers' low reception of news.

The present study adopts the descriptive approach to set press rules for the manufacturing of various types of luring headlines taken from samples of news headlines published on some press websites of Arabic radio and television channels and news agencies. It reveals the effects of journalistic practice on the ABCs of making headlines, and the scientific necessity of reviewing the ABCs of its theoretical heritage, so that it copes with the frantic competition between traditional and digital media channels and press. The present study concludes that the inductive headline is a comprehensive headline employed with all press headlines. It also concludes that press websites adopt different formulas to lure the recipient. In some news headlines, they adopt employing more than one type of headlines.

The study classified the formulas that were adopted in making headlines. On the level of the persuasive news headline, the journalistic practice adopted the following formulas: employing reason, luring through numbers, referring to time, luring details, ambiguity in the name, luring headlines, the inclusion of two events, one of which is ambiguous, and beginning with the place and introducing news information.

The study reveals the formulas adopted in the manufacturing of the inductive citation headline, which are: the inductive news quotation, the descriptive inductive quotation, the inducing news and quotations, the quotation and the interrogative question. The study also indicates that the formulas for making the interrogative headline either consist of one syllable, which is the inductive question, or two syllables that consist of two types of headlines, including the interrogative, the interrogative and inductive news, the news and the inductive interrogation, and an interrogative question. It also reveals that the manufacturing of the luring rhetorical headline is represented in many forms, including addressing the recipient, rhetorical and persuasive speech, news and rhetorical interrogation, interrogative and addressing, news and addressing for referral, and rhetorical inductive quotation.

**Keywords:** Luring headline, digital communication, attracting the recipient, press rules.

## **Introduction**

In light of digital communication, the press headlines industry as an important part of the news industry may be seen through the different and overlapping news industry portals, which is the entrance to the formation stages (news gathering, editing, publishing). And the entrance to employment, which subordinates the news industry as a whole to the goals and strategies of those in charge of propaganda. It invests the results of scientific research in the field of persuasion and influence. The entrance to the development of news coverage and the multiplicity of methods of drafting is concerned with the trend of innovation and development in news coverage through the use of the latest technical methods and techniques in formulating the communication message, with Advocating the need to adhere to the qualities of the news and the ethics of the profession of journalism (Zreyazb, Rashid, 2012, pp. 129-131).

In general, since the end of the Second World War, many studies have appeared on the traditional ways of arranging the news story, and press unions. Some newspapers and other media have used experts in readability and journalistic editing. Some prominent traditional journalists have been so excited about the forms of readability to the point that they blame the spread of readability, ignorance, and indifference to journalistic writing methods among readers. Others believed that ways should be sought to increase journalists' understanding of the psychological and statistical aspects of the communication process (McDougall, 1998 p.71).

It can be said that news editing is the most flexible and innovative type of editing, especially in light of the huge news flow provided by the Internet and the diversity of those who communicate in the news field and the diversity of their backgrounds and methods of editing, which led to a change in some concepts of communication and some concepts of media editing, which also led to the emergence of new patterns in news editing. It was initially applied to personal websites on the Internet. Then, it moved to newspapers and magazines websites and then to the printed press (Nasr, 2004, pp. 217-218).

Therefore, the present study is an attempt to set rules for drafting news headlines as a step towards establishing a scientific method to perform its communicative functions optimally to achieve the strongest effect on recipients as these rules are derived from the outcome of the journalistic practice of major local, Arab, and international press sites in the Arabic language.

## **Problem of the study**

The problem of the study revolves around the following questions:

- 1 What are the scientific reasons that call for reconsidering the alphabets of press headlines and employing the inductive headline in formulating news headlines?
- 2 What is the nature of the luring headline industry in Arabic electronic press websites?

## **Significance of the study**

The significance of the present study is embodied in three areas:

- 1 The scientific field: The study sets new press rules for the manufacturing of the luring headline. It also clarifies the effects of journalistic practice in light of digital communication on the ABCs of the press headlines industry, which calls for the scientific necessity to review the literature of the headline industry so that it copes with the requirements of the era that is witnessing an escalating media competition between

- Traditional, digital media, and press channels.
- 2 The professional field: The study presents a set of rules for the manufacturing of the luring press headline of all kinds to all those interested in the news industry. It also shows the possibility of using it with all news topics and not with specific topics.
  - 3 The societal field: The study contributes to solving the problem of low readability and news viewing by readers, listeners, and viewers. It raises the recipient's curiosity to see the content of news stories. It also contributes to reducing the phenomenon of headlines reader that is widely spread among the public.

## **Objectives of the study**

- 1 Clarifying the scientific arguments that require the use of the inductive headline with other the press headlines.
- 2 Establishing press rules for the manufacturing of the luring headline in all its cases and types.

## **Methodology of the study**

The present study belongs to descriptive studies. It adopts the descriptive-analytical approach, which aims to obtain an abstract description of the media phenomenon and its movement in addition to describing its elements and the relationships between these elements, whether to contribute to describing the overall phenomenon or merely describing some elements for the purpose of describing and analyzing the method of constructing news headlines that lure the reader and the recipient on Arabic websites and setting professional press rules for the various types and cases of the luring headline (Abdulhameed, 2000, p. 153).

## **Community and sample of the study**

The study community is represented by the headlines of news that bear the character of luring in the websites of some television channels and local, Arab, and international news agencies in the Arabic language (Sky News Arabia, Al-Sumaria.TV, Aljazeera.net, Arabic CNN, Alarabiya.net, RT Arabic, France24, Arabradio.us, MC-Doualiya, and Swissinfo.ch).

Intentional samples were selected in the February and March of 2022 by looking at a lot of news in those press sites.

## **Domains of the study**

The Objective Domain: All kinds of luring headlines.

The Spatial Domain: Websites in Arabic for some local, Arab, and international TV and radio channels in Arabic, including Sky News Arabia, Al-Sumaria.TV, Aljazeera.net, Arabic CNN, Alarabiya.net, RT Arabic, France24, Arabradio.us, MC-doualiya, and Swissinfo.ch.

The Temporal Domain: Intentional samples from February and March of 2022.

## Concepts and Terms

### *The luring headline*

It is the headline that does not give the essence of the news or the event, but rather excites and lures the reader (Aziz, 2013, p. 845). Thus, the luring headline can be defined as the headline that includes ambiguity in one or more of the seven questions in the headline of the news. It refers the reader, listener, or viewer to decipher the ambiguity by looking at the details of the news. It includes all kinds of press headlines.

It can be procedurally defined as the various types of press headlines for news that use the method of persuasion in their formulation on the websites of television channels and local, Arab, and international news agencies.

## Previous studies

### *(Leung, Zhao, 2020)*

The study aimed to use the alert and social words and the associated general digital effects in news headlines by adopting the uses and saturation approach to understand two evolutionary needs, including the need for environmental monitoring and the need for social engagement. The study analyzed more than 170,000 online news headlines and the number of clicks and likes associated with each news story on an online news platform. Their findings support the idea of a human alert system for exciting news as a psychological survival mechanism designed to detect and care for threatening news such as disasters and disease. It also found that news headlines containing alert words indirectly attracted more likes," indicating a concern about survival, with an increased number of clicks to select that news item. Moreover, the results of the conditional indirect effect model showed that while online readers selectively click on news headlines with alert words, having a social word in the headline increased the likelihood that readers would like it.

### *(Liliya, Liliya, Noskova, 2020)*

The study addresses the Covid-19 headlines in Spanish newspapers "El País" and "El Mundo" in terms of job load. The study results show that the dominant function of Spanish headlines is beneficial. The communicative tactics of warning, intimidating, and attracting attention are expressed in the headlines of the Spanish press through the lexical means of language, particularly, the use of nouns.

### *(Ozyumenko, Larina, 2018)*

The study aimed to show that information ambiguity has become one of the widely used manipulation strategies that must be taken into consideration while reading the media text. Relying on critical discourse analysis, the study focuses on the linguistic interpretation of uncertainty, its pragmatic function and its analytical impact.

The data is from standard British and US newspapers and the news sites of BBC, Reuters, Guardian, New York Times and Washington Post, among other media sources covering relations between Russia, the US and the UK. The results show that there is a lack of specific details coupled with the regular use of linguistic means to perceive uncertainty.

***(Kozakowska, 2013)***

This study sets a framework for the linguistic analysis of sensationalism in media. Sensationalism is understood as the discourse strategy of "aggregating" information in news headlines in such a way that the news is presented as more interesting, exceptional, and relevant than it might otherwise be, unlike previous content analytics for sensational coverage. This study shows how sensationalism is represented by specific illusions, semantic macrostructures, narrative formulas, evaluation criteria, and personal and textual devices. The examples were drawn from a set of "most read" news headlines on the online sites of the British mid-market Daily Mail compiled in early 2012. The interesting examples were identified through surveys and focus group discussions and quantitatively and qualitatively analyzed.

***(Khalifa, 2018)***

The study aimed to determine the most commonly used types of verbal ambiguity in news headlines that prevent readers from continuing to read the news story, which ones readers can interpret accurately in news headlines, and the psycholinguistic impact of each type of ambiguity on the readers' tendency to continue reading the news.

A questionnaire that included twenty-five press headlines was built, extracted from the Egyptian Al-Ahram Weekly, issued in English, to examine the ability of a sample of readers to elicit the correct interpretation of the type of ambiguity in each of them, as well as to determine the type that distracts the reader from continuing to read the details of the news related to each headline. The results showed that the structural ambiguity in formulating the headline of the press release is the most difficult type of ambiguity for the reader to interpret, which decreases the desire to continue reading. It clearly indicated that headlines employing verbal ambiguity stimulate readers to continue reading than the pragmatic ambiguity in the formulation of its headline despite their ability to interpret its content.

***(Hansen, Blom, 2015)***

The study focused on luring Danish news headlines on the Internet. It showed that journalists often use the forward referral technique in writing headlines for news sites as a stylistic and narrative tool that tries to attract anticipation and curiosity until readers click on the headline and read it.

The study analyzed 100,000 headlines from 10 different Danish news websites. One of its most notable findings is that newspaper and marketing seem to lead to the frequent use of forward reference in Danish news headlines on the Internet.

## **Luring headline in light of digital communication**

If headlines are seen in the media literature as a brief communication message about the accompanying story and include the most important thing in the news in order to attract the attention of the recipient and direct him/her to the news stories he/she has interest in (Khaddour, 2000, p. 83; Moawad, 2000, p. 52; McDougall, 2000, p.115), the luring headline laid the secret of its success in attracting the recipient by employing positive ambiguity for the most important question or more in the news.

In general, drafting headline requires several skills, including: an accurate understanding of the news story, an abundant and accurate collection of linguistic vocabulary, and a grammatical sense of sentence structure (Hester et al. 1998, p.165).

The new idea brought about in the present study is that the criterion of expressive or stylistic formulation in most of the media literature was limited to a group of headlines, including brief headline, comparative headline, interrogative headline, citation headline, clarifying headline, the purely news headline, the affirmation headline, the descriptive headline, the funny (satirical) headline, the directed headline, the headline that highlights numbers, the superlative headline, and the hierarchical headline from general to specific (Rabiee, 2005, pp. 1148-149; Khaddour, 2000, p.84). The luring headline is mentioned only in a few media publications that did not refer to the method of its formulation except in not clear manner.

In light of digital communication, it has become possible to talk and theorize about this new type due to the widespread use of the method of luring in formulating headlines on the websites of newspapers and television channels for justifications related to suspense and scaling the phenomenon of turning the recipient into a headline reader. Thus, dealing with the previous understanding of some of the conditions for formulating headlines is no longer acceptable in practice, especially those calling for including the most important fact in the news and the most exciting event (Abu Zaid, 2000, p.146), and it is focused and clear (Al-Yasiri et al. 1991, p.59; Shalaby, 2000, p.199) and with professionalism avoiding ambiguity. The headline expresses accurately and clearly the content of the news (Khazal, 1988, p.150). They are considered as responses to the most prominent question tools (Adham, 1982, p.72). The practice of making press headlines in some of its headlines refers the recipient to readers of the most important real or event or cause or other reasons or the name or other names that make the event, places, time, influences, and other puzzles that lure the recipient To search for answers in the news stories segments.

If it is possible to circulate the methods of drafting news from the theoretical and practical sides, such as the news method, the descriptive method, the comparative method, and the ironic method, then the reality of field practice has imposed the method of luring, especially in formulating the headlines of news stories. This method can be employed with all expressive drafting methods. Also, from examining hundreds of news in Arabic-language press websites, it was found that they employed the method of luring with all the newspaper headlines classified theoretically in studies and media books. Thus, the luring headline can include all kinds of press headlines, regardless of their formulation, by referring the recipient or reader to demystify one or more of the seven important questions by reading, watching or listening to the details of the news by fabricating its types.

## **Establishing Rules For Luring Headlines**

The practice of journalists in many press and news websites has produced news with various types of headlines, including the luring headline. In the present study, the attempt is to devise rules for its various cases.

## **Formulations of News Headline**

It is the headline that is formulated in one of the forms of news formulations, but it lures the reader by suggesting the topic and postpones the introduction of the important information to the introduction or the body of the news. Its formulation has several forms:

### ***Reason Employment Formula***

The wording of luring news headline that refers the recipient to search for the reason or reasons behind the occurrence of the event, issue, or phenomenon without mentioning it

publicly in different expressive formulations, including these reasons or those reasons, what is the reason or reasons, what is the secret, what is the story, stating a reason and referring the recipient to see other reasons, ignoring mentioning the reason despite its importance, and other expressive formulations. This is clearly indicated in the headline What are the reasons behind selling jewels for investments (Alarabiya.net, 17/2/2022).

A fourth dose of the coronavirus vaccine may be recommended in the fall.. and the reason? (Arabic.CNN, 20/2/2022).

In some headlines, mentioning the reason is neglected;

A football club prevents its vaccinated players from playing (Alsumaria.tv, 23/2/2022).

The Tunisian president exempts the head of the radio station from his post (swissinfo.ch, 2/15/2022).

In other headlines, the headline segmentation formula is used. The content of the headline is divided into two parts, one of which presents what happened, and the other refers the recipient to the content of the news to find out the reasons;

Disturbance of the smell sense after Corona.. A study reveals a new secret (skynewsarabia,19). /2/2022).

Military stagnation in Ukraine... and an American study suggests the reasons (skynewsarabia, 19/2/2022).

### ***The Luring number Formula***

Headline editors rely on the use of quantum language to attract the recipient to one of the attractive news values;

With numbers.. Russia announces its losses in Ukraine (skynewsarabia, 2/3/2022).

A number absent for 31 years, motivating Ancelotti in the Clasico ( alarabiya.net, 3/19/2022).

### ***The Referencing to time formula***

In the news headlines, it is lured by time with several formulations, most notably: the beginning with the event and employing the time formula. Among the journalistic examples on the websites of television and radio channels, and some news agencies are the following:

A new return of rain and conditions The weather sets the date for rain (alsumaria.tv, 17-2-2022).

Egypt announces the date of the visit of Syrian Foreign Minister Faisal Miqdad to Moscow (16-2-2022, arabic.rt).

Another formula employed is the beginning with the name and employing time formula. Among the expressive formulations adopted on the websites of television and radio channels is the following:

Upper groove” hits Egypt with weather fluctuations.. and this is the peak date

(skynewsarabia, 16/2/2022).

Corona vaccine.. Scientists determine the best time For vaccination (alsumaria.tv, 14-2-2022).

***The news and luring with details formula***

It depends on providing the important information in the news and luring the recipient by referring him/her to the details of the event. For example:

An Egyptian body is found next to a cleaver in Kuwait and the Ministry of Interior reveals the details (arabic.rt, 16-2-2022).

***The formula (beginning with the name and referring to the details of the event depends on the beginning with the names that create the events, and employs luring the recipient by the news with the important information in the news story, such as;***

The Biden administration announces new procedures regarding the supply chain of minerals (arabradio.us,22/2 / 2022).

Ronaldo reveals the thing that his son is deprived of (alsumaria.tv, 29/1/2022).

World Health clarifies the safest way to stimulate the immune system against Corona (alarabiya.net, 20/03/20/2022).

***The news and ambiguity in the name Formula***

It refers the recipient to the news to know the name explicitly;

A medical warning against a common drink that leads to cardiac arrest (alsumaria.tv, 2/16/2022).

Protests against compulsory vaccination in this country (alsumaria.tv, 20-2-2022).

***The ambiguity in the name and news formula***

It includes descriptions of a country, team, club, or artist mentioned without specifying them with the presentation of the event. For example;

A football club prevents its vaccinated players from playing (alsumaria.tv, 23/2/2022 ).

***The luring label formula***

Names are mentioned for the event or some important information or conditions or requirements for the purpose of arousing the curiosity of the recipient to peruse them. For example;

Two conditions for attending the Oscar Film Festival (skynewsarabia, 18/2/2022).

An easy trick to get rid of prostatitis In 5 days without doctors (arabic.rt,16-2-2022).

Three talking points from the weekend in the English Premier League (France24, 20/2/2022).

Scandal inside the referees' room during the match between Saint-Germain and Madrid



(alsumaria.tv, 2-17-2022).

### ***The introductory news headline Formula***

This formula is written in two ways. The first is written in the preface, followed by a news headline that begins with the event and employs reference or ambiguity in the preface and details of the event, such as;

A hot oven and a baseball bat.. Details of the torture of an American child at the hands of his parents (arabic.cnn,19/02/2022).

Ghost killers” .. 6 dangers in the home that could lead to a life-threatening emergency (Arabic.rt, 21/2/2022).

Corona .. a new international procedure for vaccines (alsumaria.TV, 23/2/2022).

As for the second method, it begins with a preface, followed by the name and employs ambiguity and enticement in the introduction and details of the event. Examples include;

Among them are personalities from the region.. A Swiss bank is defending itself against accusations of opening accounts for “criminals and corrupt” (Arabic.cnn, 02/21/2022).

In some headings, preamble is clear about the ambiguous event. For example;

After she refused to marry him.. a Pakistani beheads his girlfriend and the judiciary issues its verdict (alsumaria.tv, 24/2/2022).

### ***The reporting of two events, one of which is ambiguous Formula***

This formula is written in two ways, the first is to include two events that show what happened, one of them is incomplete to exploit the recipient’s curiosity to follow the news story. Examples are;

The bombing of a Ukrainian village with heavy weapons .. and an urgent appeal to Russia (skynewsarabia, 17/2) /2022), as for the second method, it starts with the name and includes two events, one of which is ambiguous, to attract the recipient to learn about the details of the news story. For example;

Ronaldo reaches 400 million followers and sends a message (alsumaria.tv, 21/2/2022).

### ***The beginning with the place and luring with news information formula***

This formula begins with the place and employs the attraction of the recipient by luring the most important news information;

Jordan.. Irbid citizens complain of a “strange” taste in the imported apples (arabic.rt, 16/2/2022).

## **Formulations of the luring citation Headline**

This method employs the citation headline in its direct and indirect forms by using multiple formulas or methods to lure the recipient to decipher some of the questions in the headline;

***Introductory news quote***

According to this formula, the editor uses a method of suggesting to the recipient to see the details of the event. For example;

Haaretz: Moscow sends a message to Tel Aviv (arabic.rt, 24/2/2022).

Musimani: Al-Khatib has risen At great risk for me, and this is my message to the fans of Al-Ahli (alaraby, 21/2/2022).

Newspaper: Iran rejects the American condition to lift sanctions on the Revolutionary Guards (arabic.rt, 21/3/2022).

***The descriptive luring quotation formula***

According to this formula, the editor uses a selection of luring descriptions from statements that arouse the curiosity of the recipient to see their details;

And Biden's examples include: We will deal a major blow to Russia and make Putin a "pariah" on the international scene (mc-doualiya, 25/2/ 2022).

It may also include employing the suggestive descriptors of names formula in the quotation headline that is drawn by describing the names that are the focus of the news. For example;

Zelensky: Other countries are "afraid" to support Ukraine's accession to NATO (arabic.cnn, 25/02/2022).

Anatolia: Turkey asks the UAE to extradite the leader of a gang organization (swissinfo.ch, 23/2/2022).

A study reveals the "terrifying" effect of Corona on the brain and memory, (skynewsarabia, 3/8/2022)).

The Russian government approves a list Hostile states" (skynewsarabia, 7/3-2022).

Some editors of news headlines employ description of the event or some of its components so that the recipient is provoked to supplement the exposure to the news story. For example;

France: New variables in the vaccination passport come into effect (mc-doualiya, 15/2/2022).

Bloomberg: Public Investments is studying options, including selling its stake in Aramco (alarabiya.net, 02/02/2022).

***The news and two quotes formula***

It is written in two parts. The first part informs the recipient of news information that needs clarification. The second is to lure the recipient by quoting referral to see the news story;

Germany expects a different scenario: This is what Russia will do in Ukraine (skynewsarabia, 18/2/2022).

### ***The quote and inquiring question formula***

This method is based on formulating news headlines at the beginning with the most important information in the news story and the luring is in the question that follows it. Examples are;

Study: Insomnia in children may continue until adulthood.. What is the solution? (arabic.cnn, 19, 2, 2022).

## **Interrogative formulations of the luring headline**

### ***The luring question formula***

The news writer aims to answer one of the interrogative articles in the news story that he/she realizes that the recipient needs to see. For example;

What is the prediction made by Bill Gates about the upcoming epidemic? (aljazeera.net, 21/2/2022).

What does it mean for 4 countries in NATO to activate Article No. 4? (alarabiya.net, 4/02/2022).

What did the owner of two dogs who attacked a Saudi and killed him in America say? (alarabiya. net, 02/17/2022).

### ***The interrogative and luring news formula***

The editor depends on formulating a new question that the recipient is interested in knowing the answer of which, followed by naming the parties that will answer only or provide a persuasive answer that refers the recipient to see the news story, such as;

How will China act if the “Russian invasion” occurred? Experts answer (skynewsarabia, 19/2/2022).

What does Putin want from Ukraine?.. 4 questions are necessary to understand what is happening (skynewsarabia, 13/2/2022).

### ***The news and luring questions formula***

It consists of a clear news event, whether it begins with the name or what happened. In the second part, it questions one of the basic questions in the news story, such as;

The call of the Sheikh of Al-Azhar to revive the fatwa “toil and striving” .. What does that mean? ( skynewsarabia, 16/2/2022)).

Russia is preparing for exercises in the Mediterranean.. What are the participating weapons? (skynewsarabia, 15/2/2022).

A Russian military operation to protect Donbass... What is next? (arabic.rt, 24/2/2022).

### ***The introductory and interrogative Formula***

This headline is formulated in two ways. The first depends on starting with a preamble followed by a question that asks about one of the important questions in the news story;

The Ukraine crisis.. Did Biden breathe a sigh of relief after Putin’s recognition of

Bologansk and Donetsk? (aljazeera.net, 22 /2/2022).

From Queen Victoria to Cardi B.. What is the favorite watch of celebrities? (arabic.cnn, 02/15/2022).

As for the second method, it is done according to a content fragmentation and a persuasive question. The headline is formulated in writing a preface, which is part of the details of the event or a description of something, followed by an interesting question for the recipient about an important aspect of the event, such as;

A slip of the tongue.” Did the intelligence chief reveal Putin’s plan? Coming? (skynewsarabia,22/2/2022).

The Jugend Amt system in Germany.. Does it protect children or target Muslim families? (aljazeera.net, 2/18/2022).

## **Descriptive Introductory Headline**

### ***The luring description formula***

This formula consists of two ways to write the headline. The first way starts the descriptive headline by providing the names and lures the recipient by describing the event or some information that needs clarification. Examples are;

Barcelona achieves a landslide victory over Valencia and returns to the golden square (alsumaria.tv, 20/2/2022 ).

Warsaw Archeology College explodes a loud surprise about the pregnant mummy (skynewsarabia, 16/2/2022).

Brotherhood Tariq Al-Suwaidan raises an uproar with a statement about the Arab revolutions (alarabiya.net/arab, 03/20/2022).

As for the second method, the descriptive headline begins by providing what happened? The recipient is tempted to describe the event or some information that needs clarification. For example;

An angry comment by Iyad Allawi regarding hosting the Minister of Finance and banning him from traveling (alsumaria.tv, 20/2/2022).

### ***The introduction and descriptive description Formula***

This formulation has two methods. The first consists of the headline of two parts. The first is the preface and the second begins with the name and employs the vague description with the most important information about what happened;

In the wake of the Ukraine war.. Egypt is witnessing a significant rise in prices (skynewsarabia, 7/3/2022. ) ).

A night that will not be forgotten” .. the Saudi women’s team opens its football career with a historic victory (arabic.cnn, 02/21/2022).

An exciting video of the Russian president.. Putin embarrassed the intelligence chief (skynewsarabia, 22/2/2022).

Russia and Ukraine: Russia's backlash against anti-war musicians (bbc.com/Arabic, 3/21/2022).

The second method consists of two parts, a preface and a descriptive headline that begins with a vague event, and employs reference or ambiguity in the preamble or the details of the event, or both. Examples include;

After its forces entered Donetsk and Lugansk... sharp criticism of Moscow in the Security Council and Germany suspended the Russian gas pipeline (aljazeera.net, 22/ 2/2022 ).

A surprise.. a new verdict against the perpetrator of the most heinous crime in Egypt 45 days after the decision to execute him (arabic.rt, 21/2/2022).

### ***The preface, descriptive, and interrogative headline Formula***

It consists of three preface sections and a descriptive headline that arouses the curiosity of the recipient with the descriptions and an intriguing question that asks about one of the questions of the news story, such as;

The price of the Egyptian pound: a sharp decline after raising interest rates angers Egyptians, so what is the story? (bbc .com/Arabic, 3/21/2022).

### ***The description and interrogative question formula***

This approach focuses on presenting an incomplete descriptive picture of the event, followed by a question about one of the inquiries in the news. Examples are;

The departure of the President of Ukraine from the country with the “imminent invasion” of Russia .. What does Biden think? (arabic.cnn, 19/02 /2022).

A record number that downloaded the Trump application.. Will it return to its troubles?! (alarabiya.net, 22/02/2022).

An Egyptian pilot dazzles the world with an exceptional landing in London.. How did he do that? (skynewsarabia, 20/2/ 2022).

## **The Discursive headline**

This type of headlines is distinguished by addressing the recipient. It is in the form of multiple formulations, some of which consist of one type of headline, and some of them employ two or more types, such as:

### ***The addressing the recipient formula***

The recipient is addressed to refer to the event or some information;

Watch what a drunk woman did when she was prevented from boarding a plane (arabic.cnn,19/02/2022).

Witness.. the moment Erdogan arrived at Qasr Al Watan in Abu Dhabi (arabic.cnn, 9/2/2022).

Learn about the states in which Americans live the longest and shortest (arabradio.us, 10/2/2022).

***The preface and a persuasive letter formula***

It presents the problem and addresses the recipient with a solicitation with important information;

If you are infected with Omicron.. you can end the isolation after this period (skynewsarabia,22/2/2022).

***The introductory letter and preamble speech formula***

It consists of an introductory headline and a rhetorical headline that lure the recipient into the lack of clarity of one or more important questions;

Over a 12-foot crocodile... you won't believe where this golf ball landed (english.cnn,10/3/2022).

***The news and interrogative rhetoric formula***

This method depends on presenting an incomplete picture of the event, followed by addressing the recipient related to one of the angles of the event, such as;

Closing the third generation network will affect many products more than just the phone.. What should you do? (Arabic .cnn, 02/18/2022).

***The interrogative and addressing formula***

It depends on presenting a question on a theme of interest to the recipient, followed by addressing the target recipient with important persuasive information;

When does snoring become life-threatening? Here are 8 warning signs that you may suffer from (arabic.cnn, 21/02/2022).

How does the Internet work against your memory? .. Discover the secret of the forgetting curve (aljazeera.net, 13/2/2022).

***The news and referral addressing Formula***

In the first part, the event is presented and the second part is addressed to the recipient to attract him/her to see the details of the news;

A famous exploration ship was found in Antarctica 107 years after it sank.. Watch what it looked like (arabic.cnn,10/3/2022).

Before they were killed.. Watch how Ukrainian soldiers responded to a Russian destroyer who requested their surrender.arabic.cnn,25/2/2022).

A band accuses a famous singer of stealing the tune of her song..listen and judge for yourself (arabic.cnn,8/3 / 2022).

### *The discursive quotation formula*

The writer of this type intends to choose a rhetorical statement;

Study: Do exercise immediately after vaccination for this reason! (alsumaria.tv, 18/2/2022).

## Conclusion

- 1 The luring headline, with its various formulations, relied on the philosophy of ambiguity in the headline by employing persuasiveness with the most important elements and news values to entice the recipient and arouse his/her curiosity.
- 2 The luring headline has abandoned some of the constants in the formulation of headlines, especially those related to informing the recipient with the most important information in the news in a clear manner.
- 3 The headline reader phenomenon that has spread among the recipients is what prompted many media institutions to employ the luring headline to attract the recipient to peruse the body of the news and not answer questions with the headline only.
- 3 The use of deception has gone beyond the headlines of sports, artistic, and crime news as it previously was, to include all topics, especially political ones.
- 4 Solicitation as a method has been employed with all kinds of press headlines. Its use is not limited to the questioning and descriptive headline. Many radio and television websites and news agencies have adopted the overlap between two types of headlines, one or both of which is a lure to the recipient.
- 5 The study revealed that the luring news headline industry through the websites of radio and television channels and news agencies that were subjected to the analysis included many forms compared to other headlines. That was represented by: employing reason, luring by numbers, referring to time, news and luring with details, news and ambiguity in the name, Ambiguity in the name and the news, the luring designation, the preface and the headline of the luring news item, the mentioning of two events, one of which is ambiguous, and starting with the place and luring the news information.
- 6 The formulations adopted for the manufacturing of the interrogative citation headline were represented in its various forms, either by formulating the headline from one part, including the luring news quotation, the descriptive luring quotation), or two parts, including luring news and quotes, and the quotation and the luring question.
- 7 The analysis revealed that the formulations adopted in the manufacturing of the luring headline either consist of one type, the luring question, or two parts consisting of two types of headlines, one of them is the luring question.
- 8 The study showed the formulas adopted in the manufacturing of the descriptive headline in four forms, including descriptive and luring preface, descriptive and luring headline, preface and luring description, and introductory description.
- 9 The study found the formulas adopted in the manufacturing of the luring rhetorical headline, including addressing the recipient, rhetorical preamble and luring speech, preamble and luring speech, news and luring rhetorical question, luring and addressing, news and addressing for referral, and luring quotation.

## References

Abdulmajeed, M. (2000). *Scientific Research in Media Studies*, The World of Books, Cairo.

- Abu Zaid, F. (2000). The art of press release, 4<sup>th</sup> edition, The World of Books, Cairo.
- Adham, M. (1982). Studies in news editing, Culture Publishing House, Cairo.
- Al-Yassiri, Q. et al. (1991). Press Arts, Dar Al-Hikma for printing and publishing, Baghdad.
- Aziz, S. and Rashid, I (2013). The art of directing the press headline on the front page of the Iraqi Al-Sabah newspaper for the period from (1-1-2012 to 31-1-2012). Journal of the Faculty of Education for Women, Vol. 24, Issue (3).
- Blom, J. and Hansen, K. (2015). Click bait: Forward-reference as lure in online news headlines, Journal of Pragmatics , Volume 76, Pages 87-100.
- Hester, A. et al. (1988). Journalist's Guide to the Third World, Translated by: Kamal Abdoulaouf, International House for Publishing and Distribution, Cairo.
- Khaddour, A. (2000). An introduction to journalism theory and practice. , 2<sup>nd</sup> edition, Damascus.
- Khalifa, R. (2018). Ambiguity in News Headlines: A Psycholinguistic Study, Philology , Vol 35, Issue 70.
- Khazal, A. (2013). The art of editing news in international broadcasters between employment and objectivity, 1<sup>st</sup> edition, The General House for Publishing and Distribution, and the House of Culture for Publishing and Distribution, Amman.
- Kozakowska, K. (2013). Towards a pragma linguistic framework for the study of sensationalism in news headlines, Discourse & Communication, vol. 7, 2.
- McDougall, K. (1998). Principles of editing Aadeb Khaddour, Translated by: Abdulrahman Ayas, International Press Freedom Committee, United States of America.
- Mouawad , M. (2000). Radio and TV news, Modern Book House, Cairo.
- Nasr, H. and Abdulrahman, S. (2004). Press Editing in the Information Age: Press Release, 2nd edition, University Book House, United Arab Emirates.
- Noskova, A. Gazizova, L. And Nefedova, L. ( 2020), Amiryannovna Nefedova. Features of spanish headlines with lexical component Covid-19 (On material of newspapers El País and El Mundo), LAPLAGE EM REVISTA , 6(Extra-B) 131-136.
- Ozyumenko, V. Larina, T. (2018). HOW TO UNDERSTAND A MEDIA TEXT IN THE LANGUAGE CLASSROOM: AMBIGUITY AS A STRATEGY OF MANIPULATION, 10th International Conference on Education and New Learning Technologies.
- Rabiee, A. (2005). The art of press news: a theoretical and applied study, Dar Al-Fajr for publishing and distribution, Cairo.
- Shalabi, K. (1988). Islamic Controls of Press News, 2nd edition, Dar Al Sharq, Jeddah.
- Yu, L. and Zhau, Z. (2020). The Human Alarm System for Sensational News, Online News Headlines, and Associated Generic Digital Footprints: Uses and Gratifications Approach, Vol. 47, Issue 2.
- Zreyazb, A. and Rashid, T. (2012). Newspaper and television industry. Dar Al-Safa Publishing and Distribution, Amman.

<https://arabic.rt.com>.

<https://www.alarabiya.net>.

<https://arabic.cnn.com>

<https://www.alsumaria.tv/news>.

<https://www.skynewsarabia.com>

<https://www.aljazeera.net>.

<https://www.france24.com/ar>.

<https://www.swissinfo.ch/ara>.

<https://www.mc-doualiya.com>.

<https://www.swissinfo.ch>.