

Verbs in blog post headlines

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Introduction

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- ▶ Elements of blogging
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Elements of blogging

- ▶ Clear and eye-catching headline
- ▶ Pictures/graphics
- ▶ Links to other media
- ▶ A bit of personality
- ▶ The opportunity of others to talk with you or talk back at you

(Adapted from Leccese and Lanson 2015)



Why news blogging

- ▶ Getting informed online – a habit for many
- ▶ Quick posting of stories, events and information
- ▶ Allows comments, links to other coverage, social media
- ▶ Live blogging has transformed journalism
- ▶ The audience is very **important** for a blog (it makes it effective)



News blogging vs. journalism

Similarities

- ▶ Main aim – reporting
- ▶ Coverage
- ▶ Social media
- ▶ Audience

Differences

- Blogging:
 - ▶ more engaging
 - ▶ the writer's voice, more pronounced
 - ▶ less expensive
 - ▶ often thought of as unreliable, non-authoritative
 - ▶ Combination of good journalistic skills with the Internet skills
- Content
- Types of coverage
- Media platforms



Why headlines matter

- ▶ Even more important in blog posts
- ▶ important because 1. tell you what the story is about, 2. convince you to read further
- ▶ Serve three purposes:
 1. Make your blog stand out;
 2. Draw the reader into the post;
 3. Contain key words that Google or search engines can easily look for
- ▶ ‘a good blog combines cleverness, usefulness, and smart SEO’ (Leccese and Lanson 2015, 6)



Why headlines matter

- ▶ Headlines are like the first impressions
- ▶ Psychologically speaking, they affect the way we approach a news blog post, news item.
- ▶ ‘By now, everyone knows that a headline determines how many people will read a piece, particularly in this era of social media. But, more interesting, a headline changes the way people read an article and the way they remember it. The headline frames the rest of the experience. A headline can tell you what kind of article you’re about to read—news, opinion, research, LOLcats—and it sets the tone for what follows.’ (Konnikova December 17, 2014, *The New Yorker*; emphasis in original)



Headlines for effective blogging

- ▶ Short/summarized
- ▶ Selling
- ▶ Clever
- ▶ Clear
- ▶ Eye-catching key words
- ▶ Spare questions
- ▶ Verbless



Action verbs in headlines

- ▶ the use of some eye-catching verbs commonly used in news blogs in Albanian:
 - Trondis (*shock*)
 - Shokoj (*shock*)
 - Surprizoj (*surprise*)
 - Tmerroj (*appal, horrify, terrify*)
 - ▶ news items from some well-known news blogs in Albanian were selected
 - ▶ a small corpus was built
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List of blogs

- ▶ joq.al
- ▶ Vizion plus. tv
- ▶ reporter.al
- ▶ Vlora News
- ▶ Gazeta Express
- ▶ telegrafi.com
- ▶ bota.al
- ▶ lajme.net
- ▶ syri.net
- ▶ Panorama
- ▶ indекsonline.net
- ▶ telesport.al
- ▶ Oranews.tv
- ▶ botapress.info
- ▶ lapsi.al
- ▶ evropaelire.org
- ▶ zeri.info
- ▶ albeu.com
- ▶ javanews
- ▶ tetovasot



Examples for analysis

- ▶ Mjeku italian *trondit* botën: Kanceri mund të shërohet me sodë buke (joq.al 04.08.2017)
- ▶ Italian doctor *shocks* the world: Cancer can be cured with baking soda (my translation)
- ▶ Klitschko *shokon* botën, pensionohet nga boksi dhe pamundëson ri-meçin me Joshuan (telegrafi.al 3 Aug 2017)
- ▶ Klitschko *shocks* the world, retires from boxing and makes re-match with Joshua impossible (my translation)



Examples for analysis

- ▶ *Surprizon* Ilir Meta, shikoni si i bie daulles në Kukës (ora news, 4 June 2017)
- ▶ Ilir Meta *surprises*, look how he beats the drums in Kukës (my translation)

- ▶ Flaka Krelani '*tmerron*' pa grim! (zeri.info, 16 Feb 2017)
- ▶ Flaka Krelani '*appalls*' without make-up on! (my translation)



Exercises

1. Please go through the list of headlines and decide which of them 'tell and sell'.
2. Please select five headlines from the list which you think can be improved and try to make them more effective to the audience.
3. If you were to keep the verbs in the headlines, which of them would you replace and which not?



- ▶ The Greek diva shocks her fans: I'm Albanian and my father hated Greek clergy
- ▶ Italian doctor shocks the world: Cancer can be treated with baking soda
- ▶ Scanderbeg 'with Slavic features' shocks Albanians
- ▶ 'Gani Abazi' shocks after voting, this is what the former trainer said
- ▶ Albania is shocked! Earthquake at midnight
- ▶ NASA shocks the world, the sun will no longer rise from the east but ...
- ▶ Kendall Jenner shocks the Internet with her nude images
- ▶ Domestic war that is shocking the House of Saud
- ▶ Does death exist? New theory that is shocking the world
- ▶ Apocalypse-bringing Heat. This is the news item that is shocking the world
- ▶ Angelina Jolie shocks the world, this is what she says about the Islamic faith
- ▶ Klitschko shocks the world, retires from boxing and makes re-match with Joshua impossible
- ▶ The baby that is shocking the doctors: Although eight months old, it weighs 17 kg – same as a four-year-old child
- ▶ Shefqet Krasniqi 'shocks', see what he says about Self-determination
- ▶ Bale shocks Real Madrid, wishes to return to the Premier league
- ▶ Ana Kabashi shocks without make-up on
- ▶ Arian Çani shocks: I will soon leave Albania
- ▶ Capital T surprises the audience, from the 'sky' to the stage
- ▶ EU surprises with the chair of the election observation mission in Albania
- ▶ Ilir Meta surprises, look how he beats the drums in Kukës
- ▶ Weather surprises again, the meteorologists forecast ...
- ▶ The renowned scientist appalls the world: Don't dare answer back the UFOs, otherwise ...
- ▶ The alarm about the electrical power crisis appals productive businesses
- ▶ A weird thing appears from the sky, it appalls the inhabitants
- ▶ This picture of Angelina Jolie's appalls the fans, the actress taken to hospital
- ▶ Dracula's castle appalls the people, this is the monster hiding inside



Thank you very much for your attention!

