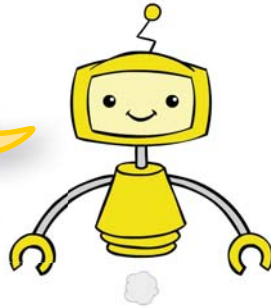


# A headline act

Peter and Anna are always doing something that puts them in the headlines. I'm starting to think that they just love being in the spotlight. Let see what the headline act is today!



**LINKS TO:**  
 Stage 2, Module 11  
 Learning Object 2: Here is the news

**PRIOR LEARNING:**

- Stage 1**  
 Module 3 Work Sheet 6: *Already, yet and not yet*  
 Module 6 Work Sheet 4: *What are you eating?*  
 Module 8 Work Sheet 5: *My daily life*



## 1 What's in a headline?

We live in a world where news travels fast and there is intense competition by Internet sites, television, radio and newspaper companies to broadcast it first. In each of these media we are bombarded each day by headlines.

News, editorials and feature articles that appear in print and in online media require a headline. The way a headline is written depends on the media in which the item appears, such as a magazine, a newspaper, an online news service, and so on. There may be space constraints, particularly in newspapers, so the headline has to catch the readers' attention and persuade them to read on, while using as few words as possible. Those few words must communicate to readers the main thrust of the content, so they are clear as to what the article is about. The headline is also worded differently to attract different audiences.

Another consideration, when writing a headline for an online article, is search engine optimisation (SEO). This is because you want readers to find your item, so it is important to include keywords that readers are likely to search for in the headline. Many search engines and directories place a high level of importance on keywords that are found in your title 'tag'.

You can see, then, that writing a headline can be quite complex with many things to consider.

## 2 A matter of timing ...

You may recall from Stage 1 that in Indonesian the timing or tense of an action can be indicated by using both tense markers and time indicators.

Tense markers precede the verb. Specific time indicators can be placed at either the beginning or at the end of a sentence.

The tense markers in Indonesian are:

- sudah** already (for actions that have occurred in the past)
- sedang** verb + ing (for actions presently being undertaken)
- akan** will (for actions that will occur at some future time).

Let's see how these tense markers can be used in combination with specific time indicators.

➔ Examples:

*Peter **sudah** berangkat ke acara traktir pelatih.*

Peter has **already** left to go to the coach's shout.

*Peter **sedang** pergi ke acara traktir pelatih saat ini.*

Peter is **attending** the coach's shout right now.

*Peter **akan** pergi ke acara traktir pelatih pada jam 6.00.*

Peter **will** be going to the coach's shout at 6.00.

Note, however, that it is not essential to use time indicators in conjunction with tense markers. Time indicators only serve to express the specific timing of an event.

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## What does it all mean?

*PBB, WNI, KTP, Depdiknas, Timnas?*

The Indonesian media regularly uses initialisms, acronyms, abbreviations, and common as well as creative word blends, in newspaper headlines. This makes it difficult for most non-Indonesians, who may be unfamiliar with such expressions, to read the headlines without the aid of a glossary of terms.

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## Exercises

### Exercise 1

Through their interest in journalism, Peter and Anna are learning that headlines have a language of their own. Let's read some headlines they came across in a number of Jakarta's daily newspapers.

**1.1 Read the headlines below, identify any abbreviations (including initialisms and acronyms) and use your dictionary, or an online dictionary of abbreviations and acronyms, to work out the meanings.**

Write your answers on the table on the next page.

- Timnas Disikat Korsel 5–0
- PMI Pasok Air Bersih
- 26 Ribu Warga Membuat eKTP
- 21 Rumah dan 11 Sekolah Rusak
- SBY Minta Maaf
- Potong Gigi Masal di Bali
- Kapal di Atas Rumah, Objek Wisata di Lampulo
- Mendiknas Meresmikan Kampus UI Baru di Jakbar
- Merokok Cantik dan Bebas?

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Abbreviation	Meaning

**1.2 What do you think the story is that accompanies each of these headlines?**

Once you have worked out what you think the news report may be about, write your answer on the line provided.

**1.2.1 Timnas Disikat Korsel 5–0**

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**1.2.2 PMI Pasok Air Bersih**

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**1.2.3 26 Ribu Warga Membuat eKTP**

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**1.2.4 21 Rumah dan 11 Sekolah Rusak**

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**1.2.5 SBY Minta Maaf**

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**1.2.6 Potong Gigi Masal di Bali**

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**1.2.7 Kapal di Atas Rumah, Objek Wisata di Lampulo**

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**1.2.8 Mendiknas Meresmikan Kampus UI Baru di Jakbar**

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**1.2.9 Merokok Cantik dan Bebas?**

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**1.3 Use the information in the headlines in Exercise 1.1 to answer the following questions.**

**1.3.1 What is the purpose of headlines?**

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## Exercise 2

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Research and find as many Indonesian newspapers as you can. As part of your research, you may choose from the many online Indonesian newspapers available.

**2.1 Write the full names of the newspapers you have selected.**

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**2.2 Find and choose a headline for each of the following and write a brief description of what you think the news report is about.**

**2.2.1 A front-page headline:**

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**2.2.2 A headline about a foreign country:**

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**2.2.3 A human-interest headline:**

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2.2.4 A sports headline:

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2.2.5 Any other headline:

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**Exercise 3**

Peter and Anna have come up with some more articles for the iCafe newspaper.

**Read their three articles below and complete the accompanying activities.**

**Article 1**

Pada hari Minggu siang, Peter Smart siswa dari Brisbane Australia terpotong tangannya di dapur saat dia berlatih masak untuk kompetisi masak makanan sehat yang akan diadakan di SHB pada hari Rabu pagi WIB.

Hanya tinggal tiga hari lagi sebelum kompetisi, si anak Australia yang pandai masak itu menyiapkan bahan makanan di meja dapur untuk hidangan khasnya, yaitu Risoto ala Peter.

Saat lagi memotong jamur, pisaunya tergelincir dan memotong jempolnya dengan luka yang cukup dalam. Dia berteriak kesakitan, sehingga seluruh keluarganya lari ke dapur teramat kaget. Di lantai dapur mereka melihat darah si Peter yang lagi mengalami shock.

Dia dibawa orangtuanya ke RS Graha Medika di Kebon Jeruk, di mana dia dirawat di ruangan gawat darurat oleh dokter. Jempolnya perlu dijahit enam jahitan.

Meskipun tangannya sakit si Peter tetap akan ikut kompetisi masak.

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### Article 2

Setiap minggu para pemain tim hockey dari SHB berlatih keras untuk pertandingan berikutnya.

Sebelum pertandingan hari Sabtu yang lalu semua pemain agak gugup, karena bermain melawan tim yang menduduki peringkat teratas dalam kompetisi yaitu Sekolah Harapan Kita (SHK). Tim ini belum terkalahkan dalam musim kompetisi tahun ini.

Pada menit ke-67 skornya seri 2-2. Dengan sisa waktu 3 menit si pemain dari Australia Peter Smart mencetak gol kemenangan. Peter tampaknya shock, ketika tembakannya masuk ke gawang tim lawan. Begitu pula pendukung tim SHB yang bersorak-sorai.

Pelatih tim SHB mantan pemain olympiade Indonesia Harsono sangat senang dengan kinerja timnya.

### Article 3

Pada hari Sabtu tanggal 2 Maret keluarga Smart dari Australia menghadiri acara makan malam di Restoran Gloria yang diselenggarakan Bapak Hassan Tobing, Presiden Direktur PT Oz-Indo Logistik untuk keluarga staf eksekutifnya.

Semua hadirin menikmati santapan lezat yang disajikan dalam acara Selamat Datang Di Indonesia untuk keluarga Smart ini.

Puncak acara makan malam adalah munculnya bintang film Jacki Top. Banyak foto diambil bersama bintang film yang terkenal ini. Dia juga menandatangani foto-foto untuk semua tamu. 'Si Jacki Top sangat rendah hati. Dia juga memberikan kami tiket untuk film barunya yang akan beredar di bioskop minggu depan. Saya sangat gembira,' ujar si Anna.

**3.1 Help Peter and Anna write suitable headlines for each article.**

**3.1.1 Article 1 headline:**

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**3.1.2 Article 2 headline:**

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**3.1.3 Article 3 headline:**

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**3.2 Review the headlines you wrote for each of the three articles in Exercise 3.1. Explain your choice of headline for each in English.**

**3.2.1 Article 1 headline:**

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**3.2.2 Article 2 headline:**

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**3.2.3 Article 3 headline:**

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