



The Language of Yellow Journalism

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Abstract

The aims of this article were to find the tendency of yellow journalism headline which often appears and to reveal the function of language in yellow journalism headline. The data sources in this research were taken from English printed magazines and newspapers which were indicated as yellow journalism product. This research was a descriptive qualitative research. The research findings indicated that the form of headline was simple sentence. Simple sentence had some patterns: subject + verb, subject + verb + object, subject + verb + complement and subject + verb + object + complement. It was also found that a headline existed of phrase. The tendency of phrase were: noun phrase, verb phrase, and prepositional phrase. The headline had referential function, expressive function and social function.

Keywords: Yellow Journalism; Headline

Abstrak

Artikel ini bertujuan untuk memaparkan bentuk-bentuk dari pokok berita jurnanisme kuning dan fungsi bahasa pada jurnanisme kuning. Sumber data penelitian diambil dari majalah-majalah berbahasa Inggris yang diindikasikan sebagai produk jurnanisme kuning. Jenis penelitian ini adalah penelitian deskriptif kualitatif. Temuan penelitian ini adalah pokok berita berbentuk seperti kalimat yang mudah. Bentuk-bentuk pokok berita mengandung komponen sebagai berikut: subjek + kata kerja, subjek + kata kerja+ objek, subjek + keterangan dan subjek + kata kerja+ objek + keterangan. Adapun sebuah pokok berita dapat mengandung frasa. Frasa yang cenderung muncul pada pokok berita adalah: frasa nomina, frasa kata kerja dan frasa berpreposisi. Pokok berita juga dapat mengandung fungsi sosial, fungsi referensial dan fungsi ekspresif.

Kata-kata kunci: Jurnalisme Kuning, Pokok Berita.

Introduction

The language of yellow journalism has arisen controversy in society. It often provokes people to think illogically. Language of yellow journalism also persuades the reader with wrong fact or ambiguous information. Essentially, journalism should be accurate and newsworthy. Journalism is one of the most effective medium in applying the use of language. How the journalist composes the language can determine the acceptability of journalism itself in the eyes of people. Journalism is the investigation and reporting of events, issues, and trend to a broad audience for different purpose. Clear and Weideman (2002) say that journalism presents information in a way that interest people. It can be interpreted that journalism has its own way to catch attention of people. Newspapers, magazines, tabloid and so on are products of journalism which use written language to attract public interest. It means that language applied in the area of journalism has importance to give influence toward people.

Yellow journalism is a phenomenon that often undermines the image of journalism itself through language. The term yellow journalism was coined by Erwin Wardman, the editor of the New York Press. Wardman was the first to publish the term but there is evidence that expressions such as "yellow journalism" and "school of yellow kid journalism" were already used by newsmen of that time. Bob Franklin (cited in *The Future of Journalism*, 2013) say that yellow journalism as depoliticization of the press. It means that language of journalism plays a significant role to politicize news content. The language can turn the tastes of reader from the political, ideological, and intellectual to sports, scandals, society, and human interest. Knapp (1970) states that language had become devitalized and words had been debased by the advertisers and the yellow press. By reading this quotation, people might underline that yellow journalism downgrades the value of language itself. Language used in yellow journalism has purpose to make the articles become spectacular and controversial. Journalist of yellow journalism has some styles to popularize the articles. People are able to recognize whether the news written is yellow

journalism or not by looking the headline on the covers or at the top of articles. Therefore, it is necessary to search the forms of headline used in yellow journalism magazines and the functions of language in yellow journalism.

Adamec (2008) found out various linguistic points of view. They were selected lexical, phonetic, grammatical and pragmatic features and devices, which were used in news headlines in English. He tried to to compare them with the features and devices used in Czech news headlines. Prásková (2009) investigated "Grammar in Newspaper Headlines" as the tittle of her research. Her work dealt with the grammar of newspaper headlines. Its aim was to establish the most frequently used grammatical features and structures that occur in headlines and which were analysed in a corpus. The corpus consists of 200 randomly chosen headlines collected from 6 different British newspapers and was created just for the purpose of her work. She studied grammatical features used in headlines and tried to focus mainly on the difference between sentential and non-sentential headlines. She analysed their structures in comparison with the common core. Ongowo (2011) studied compared two weekly newspapers published in Kenya- the Weekly Citizen (tabloid) and the Sunday Nation (quality) so as to establish if investigative journalists working for these two media houses practised ethical journalism. His research presented a content analysis of the Weekly Citizen and the Sunday Nation during a six month period ending December 2010. His findings demonstrated that investigative journalists working for the tabloid and quality newspapers in this study, broke certain ethics of journalism in some situations, but they justified the breach by citing the public's right to know, and the endeavour to fight corruption and wrongdoing against society. Sherpa (2012) studied how the interplay of words in headlines works in grabbing attention of the readers through creation of curiosity and ambiguity. Furthermore, her study found out that the strategies employed was by juggling of words in the headlines and the meaning creation of the same in the readers.

Language of yellow journalism can be detected by looking at the headline. The ideal

of journalism is that the headline and the article must be consistent. It is different from yellow journalism because in yellow journalism what is written as the headline differs from what is written in the article or in the reality. It means that the headline will not reflect the content of news and will be far from the reality. Therefore, the headline can sometimes be misleading or misinterpreted. The writer thinks that the headlines of yellow journalism adopt the same form as headline of another journalism in common. The headline usually writes in certain forms of grammar. In general, the headline will be written in form of phrase, or sentence. Priestley (1893) confirms that the grammar of any language is the collection of observation on the structure of it, and a system of rules for the purpose use of it. By understanding the quotation, it means that grammar contains of particular structure and rule to reach the purpose.

Grammar and structures of headline form of simple sentences. Leech (2006) explains a simple sentence consists of just one independent. Consistent with this rule, when a simple sentence is further analyzed, there is just one subject and one finite verb phrase. These are the main elements but several others (e.g. adverbials), which are obligatory, can be present in addition to the subject and verb. Quirk (1991) distinguishes these clause:

- a) subject + verb
e.g. Jesus [s] returns [v] (The Boston Globe).
- b) subject + verb + object
e.g. Camilla [s] dumps [v] Charles [o] (Globe Magazine).
- c) subject + verb + complement
e.g. Jojo [s] collapses [v] on stage [c] (Strobe Magazine).
- d) subject + verb + adverbial
e.g. Jen and Justin [s] elope [v] to Mexico [adv.] (Ok Magazine).
- e) subject + verb + object + object
e.g. Maddy dream [s] made [v] Kate [o] a suspect [o] (Daily Mirror).
- f) subject + verb + object + complement
e.g. You [s] make [v] me [o] sick [c] (National Enquirer Magazine).
- g) subject + verb + object + adverbial
e.g. O. J [s] hid [v] murder evidence [o] here [adv] (National Enquirer Magazine).

The sentence has some types. Leech (2006) divides four kinds of sentences: statements, questions, commands, and Commands. Statements are sentences in which the subject generally comes before the verb. Quirk (1991) says statements are primarily used to convey information. It means that their primary purpose is to declare about something. They should always include a subject which usually precedes a verb, e.g. "Ashley Olsen Caught in Drug Scandal" (National Enquirer Magazine). Questions are sentences which differ from statements in one or more ways: the operator is placed immediately before the subject, the sentence begins with an interrogative word, the sentence has subject + verb order but with rising intonation in spoken English and ending with question mark in written English. In writing, a question mark has such a function. It may convert any structure into a question, e.g. "Why Can't A mom Have Fun?" (People Magazine), "Bullied to Death?" (People Magazine). Commands are sentences with the verb in imperative. In written English, command sentences do not normally end with an exclamation mark, but with a full stop, e.g. "Eat butter." (Time Magazine). Exclamations are sentences which begin with what or how, without inversion of subject and operator. In written English, exclamation usually, ends with an exclamation mark. In informal writing it is common to use lessfully structured units with the verb and other parts are omitted, e.g. "Big Lies!" (Star Magazine).

Another form of headlines is phrase. Biber et al. (1999) says a phrase may consist of a single word or a group of words. The phrase types are: noun phrases, verb phrases, adjective phrases, adverb phrases, and prepositional phrases.

- a) Noun phrase is a phrase which can act as subject, object, or complement of a clause or as prepositional complement. It is called a noun phrase because the word which is its head is typically a noun. A noun phrase includes a noun—a person, place, or thing and the modifiers—either before or after—which distinguish it. The pattern looks like this: optional modifiers (s) + noun + optional modifiers (s).

These are the examples of a noun phrase and its components:

- Noun: Chickens
- Determiner noun : The chickens
- Determiner adjective noun: The red chickens
- Determiner adjective noun prepositional phrase: The red chickens in the coup
- Adjective noun: Red chickens
- Determiner noun prepositional phrase - Red chickens in the coup

Determiners, adjectives and prepositional phrases are optional components of a noun phrase, e.g. Obama marriage crisis! (Globe Magazine).

- b) Adjective phrases are phrases with an adjective as their head. As well as in noun phrases optional modifiers can be part of these phrases, e.g. "New Cancer Drama!" (National Enquirer).
- c) Prepositional phrases are phrase with the most frequent structure is a preposition followed by a noun phrase. At the minimum, a prepositional phrase will begin with a preposition and end with a noun, pronoun, gerund, or clause, the object of the preposition. The object of the preposition will often have one or more modifiers to describe it. These are the patterns for a prepositional phrase: preposition + noun, pronoun, gerund, or clause and preposition + modifier (s) + noun, pronoun, gerund, or clause, e.g. "Inside Tom's House of Horror!" (National Enquirer).
- d) Adverb phrases have similar structures to the structure of adjective phrases, with the exception that the head is an adverb, e.g. Deadly liver damage! (National Enquirer).

In principle, Keraf (1996) says the language has some features that are used based on human needs; as a tool to express ourselves, to communicate, to organise and to adapt into social integration in our environment, and to do social control . To analyze the objects of this research, Holmes's explanation was used because it is clearer than others. Holmes stated that language function

has a role in language variety and it is one of important factors. Here some functions of language according to Holmes (2008):

1. Expressive
It expresses the speaker's feeling such happy or sad, e.g. "I am So Alone " (US Weekly Magazine).
2. Directive
It is used to get someone to do something, e.g. "Stop Calling Jen" (National Enquirer Magazine).
3. Referential
It is used to provide information, e.g. "Skynet is a reality" (National Enquirer Magazine).
4. Metalinguistic
It is used to comment on language itself, e.g. 'Hegemony' is not a common word.
5. Poetic
It focuses on aesthetic features of language as poem, e.g. "Man Superman Gunman "(Time Magazine).
6. Phatic
It expresses speech acts in everyday interactions; it consists of greetings, complements, gossip, etc, e.g. Brad: "Sorry Jen" (Ok Magazine).

Methods of the Research

Sources of the Data

The data to be observed were taken from online magazine in internet and printed magazine randomly. The data taken from various magazines because the writer wanted to find the complete source to run her research. These are the name of magazines and newspaper: Time magazine, In Touch Magazine, Globe Magazine, National Enquirer Magazine, Weekly World News, New York Post, and Daily News. English printed magazines were chosen since the writer of research takes English literature as her major. The magazines, mostly, are entertainment magazines. After reading them, the writer realized that in entertainment magazines found many gossip that was the best source related to research.

Techniques of Collecting Data

The data were collected by documentation and observation methods.

Arikunto (1998) says documentation method is a method of gaining data from printed texts like magazines, books, diaries, etc. This research used documentation method because the writer gained the data from magazines as the data source. Observation method is a method of collecting data by analyzing an object systematically.

The data were collected by some steps. The first step was that the writer downloaded some online magazines in internet and read it. The second step was that she bought printed magazines and gather them with another online magazines. The third step was that she selected which were appropriate to be observed based on research questions. The fourth step was that she took notes and wrote down every headline that contains yellow journalism. The fifth step was that she classified forms of headlines into some categories words, phrases and sentences. The sixth step was that she figured out the function of language to evoke responses of the readers. The last step was that she determined and stated the result of the research by applying some theory and methods related to the field.

Techniques of Analyzing Data

In analyzing research data, the writer used referential method. According to Sudaryanto (1993), referential method is method of analyzing data which its instrument is outside, independent, and not as a part of the data. The steps for analyzing data were as follow:

- a. Reading and understanding magazine headline that had been selected as the research sample.
- b. Taking note of forms of yellow headline, and then classifying them according into grammatical structure.
- c. Determining these yellow headline based on language style; either frozen, formal, consultative, casual, or intimate.
- d. Analyzing the Language Style. Writer analyzed language style by looking at the elements of the language, such as vocabulary and grammar.
- e. Analyzing the Language Function. The writer revealed the language function based on how it provoke the reader.

Findings and Discussions

The Forms of Headlines

The following are the samples of yellow journalism headlines and their discussion:

- (1) "OBAMA AT WAR WITH HOLLYWOOD"

(National Enquirer Magazine, 2013)

The headline above was one of the headlines of National Enquirer Magazine. The magazine stated that while Russian President Vladimir Putin was on the verge of starting World War 3, President Obama was at war with some celebrities. In the inset photos, the reader saw photos of Bruce Willis, Jessica Simpson and Clint Eastwood. The magazines stated that the president was trying to destroy American favorite stars and it talks about how he was going about that. The President is apparently on a mission to destroy conservative celebrities.

"Obama is worried about attacking celebrities as Russia storms into the Ukraine just like Hitler invaded Poland. It's a joke," said Roger Stone, a former top aide to Richard Nixon. "And it's due to his incompetence that the U.S. has lost its power while Obama is pushing us closer and closer into a possible World War III. Obama is worse than Nixon and weaker than Jimmy Carter." Obama has a secret hit list of Republican stars who dare to question his administration's policies. At the top of the list are Kelsey Grammer, Pat Boone, Gary Sinise and Jon Voight. "Hollywood stars who have dared to criticize Barack are on his enemies list and the IRS is investigating them," a White House insider divulged. "Barack doesn't have to say a word to IRS officials. When he complains long and loud about certain celebrities who have made him furious by opposing him, they know what to do. "The President invites his Hollywood cronies to the White House and makes life hard for any celebrity who isn't part of his program, like a petty dictator."

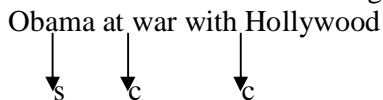
The news above was the content of article related to the headline "Obama at War With Hollywood". By reading this article, the writer found that what was written as the headline seemed to be exaggerated. First thing that might come up in the mind of the reader while looking the word "war" at the headline

is about real war with gun. People will think that the war could be something worse that might terrified them. The war, usually, can cause harmful to the nation. Those description about war was totally indisputable due to inappropriate headline and article. People buy newspaper or magazine because they expect information and the accurate news. They are gullible while buying them only because the headline attract them. Cullen says (1983) ... some will tend to exaggerate stories with hyperbole and sensationalism. By reading this quotation, the writer will interpret that one of the way to write sensational article is through the exaggeration of language of the story. In yellow journalism case, the headline is one of the most sensational parts in newspaper or magazine that can determine the interest of people to buy it. By exaggerating the headline, the journalist of yellow journalism is successful to use language in purpose to attract the readers.

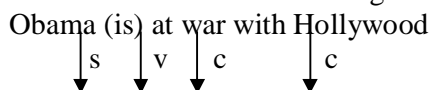
In relation to the form of headline, the headline “OBAMA AT WAR WITH HOLLYWOOD” is a kind of sentence. Based on Leech and Quirk’s theory (2006) there are types of simple sentence:

- a. subject (s) + verb (v)
- b. subject (s) + verb (v) + object (o)
- c. subject (s) + verb (v) + complement (c)
- d. subject (s) + verb (v) + adverbial (adv.)
- e. subject (s)+ verb (v) + object (o) + object (o)
- f. subject (s) + verb (v) + object (o) + complement (c)
- g. subject (s) + verb (v) + object (o) + adverbial (adv.)

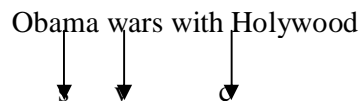
By knowing the theory, the headline above has the pattern of sentence as the following :



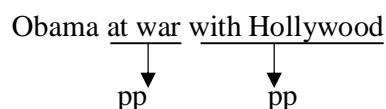
After classifying, the writer finds that the forms of headline sentence above is different from the theory of sentence by Leech and Quirk. The pattern that writer finds is that subject, complement, and complement. By following Leech and Quirk’s theory, the headline should be like the following:



The pattern above has completed by adding the word ‘is’. While writing in formal way, people will use the complete pattern as above. However, since it is yellow journalism, the journalist omits a word due to the space available on the cover and the efficiency of the sentence. To make a proper forms, the headline can be also substituted with this sentence:



Besides, there is another way to examine the sentence. The sentence can exist of phrase. It can be proved as the following:



By examining the sentence above, the writer finds that a sentence can contain of some phrase. In this case, the headline sentence has two prepositional phrases: at war and with Hollywood. A prepositional phrase will has preposition as the head and noun as the tail.

By reading the headline sentence, the writer figures out that the headline of yellow journalism in magazine can break the rule and theory of grammar. The journalist of yellow journalism will also omit particular word and compose the headline based on their taste. Therefore, they will be able to catch the intention of people to buy the magazine. In addition, as Quirk’s statement, this headline is a kind of statement. The statement sentence has purpose to convey information and declare something. Even though the headline is a kind of yellow journalism, it still declares something.

(2)“KHADAFY KIILLED BY YANKEE FAN”

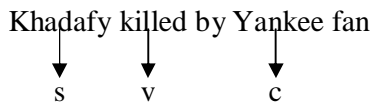
(New York Post, 2011)

Moammar Khadafy, the vile dictator who for decades suffocated his people under an oppressive regime while unleashing a campaign of overseas terrorism that included blowing up a jumbo jet, was heroically erased from the earth yesterday. Khadafy was beaten,

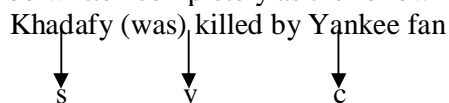
bludgeoned and shot by a wolf pack of Libyan fighters as he made a mad dash to escape his embattled hometown of Sirte — but the Libyan tyrant was ultimately done in by Bombers cap-wearing Mohamed El Bibi, 20, who was credited with firing the fatal bullet, according to Arab media. Bibi told reporters that Khadafy had pleaded for his life, repeatedly muttering, “Don’t shoot! What do you want? Don’t kill me, my sons,” another witness quoted Khadafy as saying as he was pulled out of the dirt-filled drainage pipe where he had been hiding.

The headline “KHADAFY KILLED BY YANKEE FAN” was surprising. Some people might confuse about who murdered Muammar Khadafy, the former dictator of Libya. As reported by Al- Jazeera, dr. Abdel-Jalil Abdel Aziz claimed Khadafy died from two bullet wounds, to head and chest. This statement was justified by National Transitional Council of Libya (NTC). This NTC clarified that Khadafy was killed in gunfight between his supporters and NTC fighters after his capture. Yankee Fan is fan of The New York Yankees, an American professional baseball team in New York. “Yankee Fan” could be a symbolization and reflection of United States of America. USA powered and took part to overthrow the Khadafy regime. The writer of research implies that the term “Yankee Fan” is used to mock the domination and role of The USA to destroy Khadafy regime. By symbolizing The USA as Yankee fan in the article, the journalist is clever enough to provoke the thought of people and make them believe about the writing. One way to write yellow journalism is by giving term to someone or something and mocking it. It means that yellow journalism tries to give a bad name to someone or something in purpose to lower the value of it in the eyes of people.

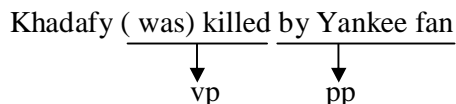
To analyse the form of this headline, the writer needs to apply the theory by Leech and Quirk. The headline itself is a kind of simple structure. It can be seen by revealing the pattern as the following:



By examining the pattern, the writer finds that the headline contains of the elements of simple sentence form: subject, verb, and complemet. The subject of a sentence is the person, place, thing, or idea that is doing or being something. To find the subject of a sentence, the writer should find the verb. In this case, the subject of headline is a person. The verb shows the idea of being or action in the sentence. Since it is a passive sentence, it means that the verb is intransitive which can not take an object. A complement can also be the word (s) that follow a preposition. The complement in the sentence of headline, by Yankee fan, is a preposition. However, the headline above should be written completely as the following:



In the sentence above, the word ‘was’ is omitted. The journalist of yellow journalism oftens omit a word due to the efficiency of sentence and the space available on the magazine cover . There is also another way to examine this sentence of headline by examining the phrase as below:



By examining the sentence, the writer finds that a headline sentence can exist of phrase (s). As the headline sentence above, there are two phrases: verb phrase and prepositional phrase. The verb phrase is the predicate of a sentence. In this case, the verb phrase expresses more nuanced action or condition. The prepositional phrase, at the minimum, will begin with a preposition and end with a noun, pronoun, gerund, or clause. In this case, Yankee fan is a prepositional phrase since it begins with ‘by’ as the preposition and head of phrase.

In addition, the headline sentence is a kind of statement. It means that the journalist wants to carry information toward people by using statement. Essentially, a statement conveys information. Whether the information is right or wrong, however, the sentence still declares about something.

(3) “THE ELEPHANT IN THE ROOM”

(Time Magazine, 2013)

New Jersey voters never got to hear their governor, Chris Christie is most important speech this year. Ever since 2009, Christie has run the Garden State with combustible passion and blunt talk. He doesn't claim to be an ideas man or a visionary. He is a workhorse with a temper and a tongue. For a pro-life conservative running in a deep blue state, it was a performance every bit as dominant as the Boss. The 2012 GOP nominee, Mitt Romney passed on picking Christie as a VP running mate in part because of his weight. Since then, Christie has taken steps to shed pounds, undergoing lap-band surgery in February. On Tuesday, he told that he's more than halfway to meeting his weight-loss goal. He has poked fun to himself, too, confessing his weight was "fair game" for comedians. All year long, Christie has presented this character he has created as the savior for the Grand Old Party.

The article above is the content of story that related to headline "THE ELEPHANT IN THE ROOM" written by Time magazine. The headline provokes the curiosity toward people because they do not know who is the person that titled as 'elephant'. Such headline can cause confusion to the reader. The reader will question whether the elephant is a kind of animal or not. Therefore, by looking the headline, people will buy the magazine and want to get accurate information about what is referred as the elephant. As soon as the reader reads the article, they will realize that the "elephant" is a person. The headline was written to mock Cris Cristie due to his position in party and his weight. The journalist creates the term "elephant" to arise people attention and persuade people to agree with the article. However, the headline is not in one line with the article because what was written as the headline had far interpretation to the content of article. Besides, this headline will also direct the reader into ambiguity and single interpretation, so that they will not be able to figure out the real meaning of its terms. The writer also finds that another way to write yellow journalism article is through mocking someone. By mocking a person, the journalist try to show how bad the person is.

Headline "THE ELEPHANT IN THE ROOM" is formed as simple sentence. The headline has the pattern as the following:

The elephant in the room
↓s ↓c

it can be seen that there is a word omitted between the word elephant and in. The form of headline seems to has incomplete structure. To follow the theory by Leech and Quirk, the headline should be formulated as the following:

The elephant (is) in the room
↓s ↓v ↓c

To create a good form of sentence, the headline should be written as above. However, it seems that the headline is written by breaking the rule of grammar. The aim of the journalist to chose the way of writing is to evoke the thought of the reader and create the ambiguity. Ambiguity will help the journalist a lot to interest the readers. The headline also can be examined by classifying the phrase like below:

The elephant in the room
↓ ↓
np pp

By looking at the phrase, the writer realizes that this sentence contains of two phrases: noun phrase and prepositional phrase. The word 'the' is a determiner and the 'elephant' is a noun. It means that the sentence has noun phrase contained two components: determiner and noun. Determiner itself can be an option to form a noun phrase.

In addition, as Quirk's say, this headline is a kind of sentence statement. It means that the headline states something to make people aware, so that, they will pay attention to the information.

(4) "HILLARY CLINTON ADOPTS ALIEN BABY"

(Weekly World News Magazine, 1998)

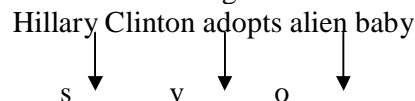
The tabloid has managed to top its recent disclosures that Amelia Earhart and Jimmy Hoffa are alive, as well as the news that Fidel Castro is dead, by revealing that Hillary Rodham Clinton has adopted a space alien baby. It looks like Bill Clinton isn't the only

one in the family with a few relationships he'd rather keep secret! Hillary Clinton "adopted" an alien baby, and source say that plans are in the works for a few play dates with exPresidential candidate John Edward's new love child. For some reason, the Aliens seem to really love Democrats, since those are the only ones they abduct and communicate with on a regular basis. Therefore, they picked Hillary Clinton to raise their bug-eyed bundle of joy so that it too one day could be President of the United States and thus become the first true Alien President. Hillary's alien baby has an IQ of 402 and will skip elementary school. Instead it will begin taking classes at Harvard (where it should feel right at home!) when it is only 3 years old. "That's the word from UFO researcher Nathaniel Dean, who quoted highly placed administration insiders as saying that little John Stanley Clinton was the sole survivor of a starship crash in Arkansas earlier this year and has no known living relatives," the paper reports. Even if the Clintons don't acknowledge the adoption, it is suspected that Hillary will put the kid to work, albeit secretly, on her health-care reform task force. His insights on Blue Cross-Blue Shield of Venus should be invaluable.

The article above is the story of the headline "HILLARY CLINTON ADOPTS ALIEN BABY". This headline is quite ridiculous. She believes in outer space and their things but to read Hillary, the wife of ex-president of USA, adopts alien baby seemed to be a lie. Even though the content of story in a line with the headline, there is no significant fact related to the adoption. The headline also can be categorized as sensational headline because the discussion about alien in human life will trigger many reaction toward society. Some people keep believing in the existence of alien while the others refuse to admit it. The headline, for sure, generates the contradiction in society. Especially, the figure that was told by the tabloid was Hillary Clinton, the wife of ex-president of USA. In case the news was true, there would be accurate report and many proof related to the alien. Therefore, the writer thinks that the headline lie to people due to the unproven occurrence. Telling a lie is another way to write popular article in yellow journalism. By spreading a lie, the journalist

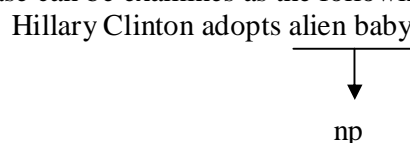
expects that the reader will believe in the information and buy more the tabloid.

The headline "HILLARY CLINTON ADOPTS ALIEN BABY" is a kind of simple sentence. The form of this headline can be classified as the following:



As Leech and Quirk define, the form of this headline is appropriate with their theory. The headline does not break the rule of grammar. It means that the journalist pay attention to the structure of headline and clever enough to use language as it should be. The headline sentence also has phrase as its component.

The phrase can be examines as the following:



It is clear that alien baby is a noun phrase since its head is a noun. In addition, the headline above is a type of statement sentence. As Quirk's say, it is convey information and claim about something. It means that the journalist composed the headline in purpose to make a statement.

(5) "MOM IS A MONSTER!"

(In Touch Magazine, 2013)

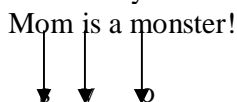
The Kardashians are suing Ellen Pearson, who married their father, Robert Kardashian, two months before his death in 2003, for allegedly selling personal family possessions to the media, including Robert's diary, family photo albums, and a family holiday photograph. The Kardashians claim their stepmom sold stories and photos to tabloids. The Kardashians claim that Pearson has engineered a "despicable and unlawful scheme to hold in secret and convert, and now exploit private personal and copyright protected" material. According to the Kardashians, their father will give them the rights to the "bulk of his personal tangible and intangible property" and they are now arguing that the diary and family photo albums are "incontestably" their inheritance and property. They are suing for "conversion and copyright

infringement and demanding a full and complete accounting and imposition of a constructive trust,” according to The Hollywood Reporter, which adds that the sisters are seeking “at least \$500,000 in damages, plus more in profits, statutory damages, punitive, and exemplary damages.”

The article above is the story of headline “Mom is A Monster!”. The writer realizes that the story tells the reason of the Kradashians to claim their mom as bad person. It is because the mom is their stepmom and she covers up the secret of the family. The family thought that their mom, Ellen, did crime and humiliated the family. The article was in tune with the article, however, the headline seemed to be frightened. The term of monster used by the journalist will provoke the emotion of people. For sure, by labelling a mom as monster, people will feel anger and fury. A mom is the one who does love and cares her child but the term of monster might reverse the perception of people and the image of mom itself. This headline seemed to be emotionalism. Emotionalism can be defined as the efforts of protruding aspects of emotion such as: love, hate, sadness, joy, anger, despair, and so forth (Press Council Research Team, 2006). Writing emotionalism headline is one way to popularize the product of yellow journalism. By arising the emotion, the journalist want to obscure the thought of people, so they will think subjectively and illogically.

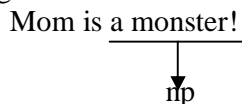
While focusing on the grammar, the headline “Mom is A Monster!” is a kind of simple sentence. It can be proven by classifying the form of headline into Leech and Quirk’s theory:

Mom is a monster!



As Leech and Quirk define that the form of this headline is appropriate with their theory. The headline does not break the rule of grammar. The headline also contains of phrase. The phrase can be seen as the following:

Mom is a monster!



By looking at the sentence above, the writer realizes that it contains of a phrase. The phrase itself is a noun phrase because the head is a determiner. A determiner can be an option to form noun phrase. To add, as Leech definition, the sentence of this headline is a type of exclamation. Exclamation sentence conveys a strong emotion. It is used to show a vast range of emotions such as: love, anger, happiness, confusion, elation or any other type of exuberant emotion. Grammatically speaking, formal English requires exclamation to begin with either the word *what* or *how*. However, in everyday informal English, for instance in gossip magazine article, the exclamation can be begun with any word like the headline above.

(6) “IS GOD DEAD?”

(Time Magazine, 1966)

Is God dead? The three words reflect on the meaning of existence. No longer is the question the taunting jest of skeptics for whom unbelief is the test of wisdom and for whom Nietzsche is the prophet who gave the right answer a century ago. Even within Christianity, now confidently renewing itself in spirit as well as form, a small band of radical theologians has seriously argued that the churches must accept the fact of God's death, and get along without him. How does the issue differ from the age-old assertion that God does not and never did exist? Nietzsche's thesis was that striving, self-centered man had killed God, and that settled that. The current death-of-God group* believes that God is indeed absolutely dead, but proposes to carry on and write a theology without theos, without God. Less radical Christian thinkers hold that at the very least God in the image of man, God sitting in heaven, is dead, and in the central task of religion today, they are sick to image God. "The basic theological problem today," says one thinker who has helped define it, Langdon Gilkey of the University of Chicago Divinity School, "is the reality of God." Some Christians, of course, have long held that Nietzsche was not just a voice crying in the wilderness. Even before Nietzsche, during World War II, the anti-Nazi Lutheran martyr Dietrich Bonhoeffer wrote prophetically to a

friend from his Berlin prison cell: "We are proceeding toward a time of no religion at all. Personally, I've never been confronted with the question of God."

The article accompanied the magazine cover, titled "Is God Dead?" God", As the study, the writer of research found that the article was written as the introduction of "God Is Dead" movement. The leaders of the movement were Thomas J. J. Altizer of Emory University, William Hamilton of Colgate Rochester Divinity School, and Paul van Buren of Temple University. These theologians had been trying to construct a theology without God. The current death-of-God group believes that God is indeed absolutely dead, but proposes to carry on and write a theology without theos, without God. The article pointed out that while this movement had roots in the philosophy of Friedrich Nietzsche, it also drew on a broader range of thinkers. However, the writer of research finds that the article of is God dead in time magazine is very controversial. There are so many people in the world who still keep believing in the existence of God. They have religion and faith to oppose atheist people. This headline, absolutely, arises anxiety toward public because of the extreme thought and question about God itself. It can cause the harmful things and misguided for any nation. The headline was one of the most controversial headline all the time. It has proved that people bought the magazine because the headline attract them to know more about sensational story. Besides, this headline also contains of the opinion of the journalist itself. By reading the headline, the reader will figures out that the the language style chosen was the opinion of the journalist. Inserting the opinion of journalist is one way to write yellow journalism. The purpose is to disrupt the thought of the reader, so that, the reader will be doubt about the truth.

The writer of research realizes that the sentence is a kind of interrogative. Before changing it into interrogative, the sentence is formed by simple sentence structure. By approaching Leech and Quirk's theory, the sentence should be as the following:

God is dead
 ↓ ↓ ↓
 s v c

However, the headline was written into interrogative sentence. As interrogative, the sentence can be written into any kind of structure and classified as the following:

Is God dead?
 ↓ ↓ ↓
 v s c

This sentence is a type of yes-no question. In English, a special word order (verb + subject + object) is used to form yes-no questions. Therefore, the headline can be formulated as the headline sentence above. Since the headline is a type of question, it means that the operator is placed immediately before the subject. The sentence itself asks a question and hence ends with a question mark. Its function is to seek confirmation or contradiction, sometimes it is approval or permission that is sought as well, among other reasons one could have for posing a question.

(7) "YOU MAKE ME SICK "

(National Enquirer Magazine, 2013)

A little drink has been the downfall of so many. Rachael Ray was having dinner with friends in a Los Angeles restaurant and, after reportedly downing four glasses of red wine, got a little loose-lipped about Oprah, who runs her show's syndication company. Ray started complaining about Oprah, talking about a portrait of the talk-show host that hangs in the lobby of Harpo Productions in Chicago. In the picture, Oprah faces away from the camera, her back exposed and covered with (fake) scars, while wearing a pre-Civil War-style skirt. "Why is she wearing slave drag?" Ray blabbed. "She obviously has problems being black." Frankly, we don't know what might have come between Oprah Winfrey and Rachael Ray, the easy-meal guru and multimedia mogul whose career she helped to launch. Obviously, there was no guaranteeing that all Harpo hatchlings would remain as loyal to their mentor as, say, a Nate Berkus, available round-the-clock to board an O-emblazoned helicopter whisking him off to solve 4 a.m. window-treatment crises in Santa Barbara. Even Dr. Phil, that unspeakably bald evil that Winfrey almost certainly wishes she could undo, maintains a level of civility with his Maker. But not that pistol Ray—her feisty

Sicilian and Cajun ancestries rendering her even more ornery than a cankle-afflicted Kirstie Alley.

The story above is related to headline "You Make Me Sick". The story told that Rachel Ray mocked Oprah Winfrey due to her performance performance. Oprah Winfrey was the one who helped Rachel Ray to launch her tv talkshow. Many people compare Oprah and Rachel in purose to figure out who is the most famous talkshow queen now. A lot of rumor or gossip spreads in public due to their success in talkshow domination. People often talk about Rachel who wants to broke Oprah's domination in America talkshow. Many rumor tells that Rachel feel envy to Oprah and deny the role of Oprah in Rachel's career. However, if people were worried about that alleged spat between Oprah and Rachael Ray, well people can tuck into their cheeseburger salad unburdened by fear. Her Rachaelness has told professional Oprah friend Gayle King that the rumors "broke her heart," but just aren't true -- especially after the Ray sent the Queen of All Media "snack of the day" for her majesty's birthday. The writer of research figures out that media are purposeful to pit Oprah and Rachel by spreading rumors. Sometimes, the rumors seems to be dramatized. The headline of magazine itself is not a statement by Oprah. It means that media are intended to raise the heat between Oprah and Rachel. Pitting one to another can be recognized as one way to create sensational headline in yellow journalism. By pitting people, the journalist creates scandal headline to increase the sale of the magazines.

The headline "You Make Me Sick" has pattern as simple sentence. The form of headline itself can be classified as following:

You make me sick
↓ ↓ ↓ ↓
s v o c

By classifying it, the writer proves that the headline above is formed as simple sentence. The writer also finds that the form of this headline does not broke the rule of grammar. It is appropriate to the theory of simple sentence by Leech and Quirk. By analysing the sentence, the writer also finds that the headline is a kind of statement. Even though the headline is not a direct statement from Oprah but this headline can be said as a statement

that created by the journalist. The journalist use statement sentence to declare or claim something.

(8) "ALIEN BIBLE FOUND"

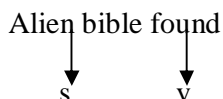
(Weekly World News, 2005)

A professor at Webster is in possession of a book that was printed on another world. What's more, the thick volume isn't a cookbook. "It's an alien bible and wait till you hear who their god is!" said Dr. Emmanuel Johnson, whose skill with foreign languages. Apparently aliens and suburban housewives have a lot in common: They both worship Oprah. Of course they do. Oprah is awesome and rich and probably owns most of space (at least the parts that Donald Trump and Warren Buffett don't). That's where the real news is, because everyone already knows Oprah has a lot of alien followers. The cover illustration showed a constellation that bore the unmistakable likeness of Oprah Winfrey. Stunned, he opened the book, which consisted of multicolored, cloth-like materials. The writing glowed when the professor looked at it. "It was an illuminated manuscript," Dr. Johnson explained. "I was immediately able to translate the title, which is called *Their Eyes Are Watching Me*. The book was comprised of two sections: *A Sacred Alien Testament: Written* and *a Sacred Alien Testament: Oral*." "The Written Testament is the shorter of the two. Apparently, the aliens didn't like to read much," said Dr. Johnson. "The text explains that Oprahs exist on many worlds. There are probably colonies of them throughout the universe, possibly a Planet of the Oprahs. They all spring from the Oprah who wrote the alien bible. It is likely that Earth's own Ms. Winfrey is descended from these beings. "The Oral Testament actually speaks to the reader," Dr. Johnson revealed. "Naturally, it talks in the authoritative but reassuring voice of Oprah.

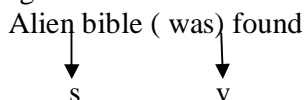
The article above was the story of headline "Alien Bible Found". The article claimed that one of the professor from Webster University found alien bible. The writer of the research thinks that the story seems to be so ridiculous. She found that the headline of the story mentioned as one of the weird yellow journalism all the time

(www.starcrush.com). The first time people look at this headline, they will feel curious about the information. Some of them might think that the headline is so interesting. However, the headline and the story seems to be far away from the reality. The writer might believe if there was a script from alien but she doesn't believe that alien worships Oprah Winfrey as the god. The fact is that Oprah is human and born in earth. People will be able to find the biography of Oprah to make sure her real identity. It seems that the headline and the news are lies. Besides, there is no accurate proof related to the found of alien bible in earth. The journalist fails to give real and trustworthy proof to people. The headline and the story are not newsworthy due to the unclearness. These headline and story are example of yellow journalism because it can be assumed as a lie.

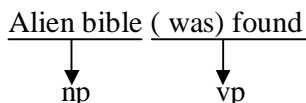
To analyse the headline, the writer of research needs to classify it based on its pattern as below:



By looking at the form of this headline, it can be classified as simple sentence. The headline itself written in passive sentence, however, it still contains subject and verb as one of the requirement of simple sentence structure. However, the sentence has a word omitted. The proper form of writing should be as the following:



By examining the word omitted, the writer realizes that it is a custom for journalist to omit a word. They do so because they want to make the headline as their taste and opinion. Besides, the writer also wants to figure out the phrase of this sentence as below:



The sentence above has two phrases: noun phrase and verb phrase. Alien bible is recognized as noun phrase because the head of its phrase is a noun. The function of noun phrase in the headline as the subject of sentence. Was found is recognized as verb

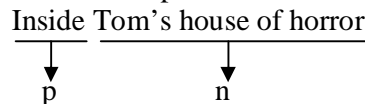
phrase because of its function as predicate. To add, this headline is a kind of statement sentence. The headline can be typed as statement sentence.

(9) "INSIDE TOM'S HOUSE OF HORROR" (National Enquirer Magazine, 2013)

Tom Cruise and Katie Holmes recently divorced after five years of marriage. During those five years, Cruise always acted like a perfect gentleman in public and his wife was always a lady. Suri Cruise always appeared, neat, clean, well-loved and doted upon. However, inside Tom Cruise's Church of Scientology inspired house of horrors the situation was different. The situation was similar to that in macabre horror film except that this was real life – poor Katie's real life. Until she got up the courage and mustered the support of lawyers, family, and friends Katie was subjected to abuse, punishments and humiliation as she led a *'tortured existence.'*

That is the article related to the headline "Inside Tom's House of Horror". There is not a shred of evidence that Katie is anything other than a dissatisfied wife looking to advance her own career and keep her daughter out of the clutches of Scientology. Not that that is so unusual or strange, but it doesn't make Tom a monster. Tom is a fanatical Scientologist – something Katie knew perfectly well when she got pregnant and then married him. By knowing the reality, the writer of this research figures out that the headline and the story are lie. The writer of yellow journalism use the lie to make sensational headline and news.

The headline is not only has a form as sentence but also a phrase. Sometimes, in a sentence, people might find more than one phrase. Headline "INSIDE TOM'S HOUSE OF HORROR" has pattern as the following:



A prepositional phrase will begin with a preposition and end with noun, pronoun, gerund or clause, the object of the preposition. The object of the preposition will often have one or more modifiers to describe it.

(10) "OBAMA MARRIAGE CRISIS"

(National Enquirer Magazine, 2013)

According the latest Obama divorce rumors, Michelle Obama has already secretly with met with an attorney at the White House to work out the details of her alleged upcoming divorce, including a divorce settlement in which she will go after half of Barack Obama's assets. In order to keep up outward appearances, Michelle Obama will reportedly continue living at the White House until President Obama's current term of office ends, but will lead a separate life. "Barack and Michelle have had a rocky go for years and mainly stayed together for their daughters and his political career. But now Michelle is mad as hell. She feels violated in front of the whole world. She's met with divorce lawyers and told Barack that she wants a life apart from him. Michelle will stay in the White House for the rest of Barack's term for appearances' sake, but she made it clear they'll be leading separate lives." Michelle was left furious after her husband was photographed brazenly flirting with Denmark's female prime minister, Helle Thorning-Schmidt, while Michelle was sitting right beside him during the service for former South Africa president, Nelson Mandela.

The article above is the story content of headline " Obama Marriage Crisis". This headline can be recognized as yellow journalism due to the sensationalism. Many people might be doubt about the story related to Obama's marriage crisis because the president and his wife are still together until now. There are no trustworthy proofs about the break of their relationship. Besides, the officers of White House also claims that the president and his family keep taking care of each. They always have family time to gather and do activities. They looks happy with their life even though the preident is busy with his duty to the nation.

The headline is a kind of noun phrase. The pattern of its phrase can be seen as the following:

Obama marriage crisis
↓
n

The phrase above has three nouns. It means that the headline is purely a noun phrase.

Obama is a noun, marriage is a noun and crisis is a noun. After examining it, the writer finds that the headline has noun as the head, therefore, it is a noun phrase.

(11) "THE FINAL SPLIT!"
(Globe Magazine, 2013)

Prince Charles and his scheming wife Camilla have finally split after seven years of marriage. And in a bombshell revelation, we've learned that Queen Elizabeth is involved in the top-secret divorce deal after a public spat with Camilla. Prince Charles and Camilla have been leading separate lives as she is struggling to cope with the pressures of being a royal. Out of more than 80 engagements over the last five months, Charles and Camilla have only carried out nine together.

The article above is the story related to the headline "THE FINAL SPLIT!". Globe magazine claims that Prince Charles, finally, divorce with her wife, Camilla. Globe magazine, in fact, often writes sensational headline and story about the member of British Royal. People are familiar with the magazine due to its irrelevant story. Therefore, this headline seems to dramatize the circumstance of British Royal itself. The headline wants to exaggerate the life of British Royal family and dramatize it by keep telling doubtful information. Just because Prince Charles infrequently appears with his wife, it does not mean they are finally divorce. There are no official statement by royal family due to the slanted news. The journalist do dramatize the reality about British Royal family to compose the sensational headline.

The headline "THE FINAL SPLIT!" is a kind of adjective phrase. The pattern of this headline as the following:

The final split!
↓ ↓
adj. n

By looking at the pattern, it is clear that the phrase contains of adjective as the head. Adjective phrases modify noun. They may be attributive (appearing before the noun), or predicative (appearing after a linking verb), but not all adjectives can be used in both positions.

The Function of Language

The writer takes some headlines as the data to be analysed to reveal the function of each headline. By applying Holmes's theory, she will be able to classify the function of language itself.

(1) "MAN SUPERMAN GUNMAN" (Time Magazine, 2013)

After being charged with premeditated murder in the shooting death of his girlfriend, Oscar Pistorius's representatives have tried to gain control of the narrative. Pistorius, they said, held a private memorial service for Reeva Steenkamp, who was shot to death at his Pretoria, South Africa, house in the early-morning hours of Valentine's Day. On Wednesday, they revealed that a substance found in Pistorius's bedroom was not testosterone. Instead, they said, it was Testis compositum, an herbal remedy they contend is used for muscle recovery. A product with the same name, the Associated Press reports, is sold as a sexual enhancer. Africa bureau chief Alex Perry writes about the country's difficult history with race relations and the violence that seems to pervade the country's culture.

The article above is related to headline "MAN SUPERMAN GUNMAN". The story tells the reader about the reaction of Oscar Pistorius after shooting his girlfriend who was a model. He is a South African sprint runner who was amputated below the knee when he was 11 months old. He competed in events for single below-knee amputees and for able-bodied athlete and becomes a Paralympics champion. By reading the article above, it can be figured out that Time magazine titled Pistorius as man, superman, gunman because he has changed from no body to be some body. He was an ordinary man who was able to win sport champion, even though, he was amputated. Therefore, many people at the time called him a hero. However, Pistorius broke his image by shooting his girlfriend. Many people turned to hate him and gave bad name to him, the gunman, due to his crime. The writer of this research finds that the way of journalist to write this headline is so clever. The headline seems to be dramatized due to the words chosen. Pistorius is not the only one

who shot people but he is directly titled as gunman. The headline, for sure, arises the interest of people to buy the magazine. The people will pursue to become agree with what the journalist write about. The effect of word "gunman" will be sensational toward the reader itself.

Base on the Holmes' theory (2001), there are six types of language function: referential function, directive function, phatic function, expressive function, phatic function and metalingusitic function. The headline has expressive function. It express personal feelings, thoughts, ideas and opinions, with different choice words, intonation, etc. These expressions are submissive to social factors and to the nature of the expression as negative. The word chosen: man, superman, gunman-can give big effect to the thought and arise the emotion of the reader itself. It is also called as expressive function because it effects the perception and reaction of the reader. Therefore, by reading the headline, the reader might feel sad or angry due to the Pistorius crime.

(2) "ELVIS IS ALIVE AND RUNNING FOR PRESIDENT" (Weekly World News, 2008)

You see, Elvis was shipped out of the country in a crate and ultimately settled in Australia, where he has worked incognito with missionaries for nearly three decades. Nice touch – Elvis working with missionaries but Elvis thinks politics and government in the US are a mess. He's unhappy with both parties, and he wants to make things right.

Well, maybe not, if the reader believed the headline on the June 15, 1993, issue of the same magazine, which proclaimed, Elvis dead at 57 age, the writer would bet the publishers didn't think any Elvis fans would save back issues of the magazine and compare their stories over the years. In 1993, the story was completely different. It had Elvis moving around, living in Florida, Arkansas, and Tennessee, before finally succumbing to a diabetic coma. For some reason, this article had a small photo of the cover of an early 80's issue, which proclaimed Elvis is alive. All three cover pictures were altered photos of

Elvis, and they show the Weekly World News is getting much better at doing this. By knowing these facts, all headlines related to Elvis in Weekly World News were lie. Telling a lie, is one way of yellow journalism to create controversial article. Sometimes, due to its innacurate fact, the headline seems to be weird and ridiculous.

Based on Holmes' theory, the headline "ELVIS IS ALIVE AND RUNNING FOR PRESIDENT" has referential function. Event hough this headline is a lie, the formal function of the headline is to declare about something. It means that the headline has referential function because it inform and state about something.

(3) "ABRAHAM LINCOLN WAS A WOMAN"
(Weekly World News, 1978)

Abraham Lincoln was a woman, and the discovery of a secret cache of 43 photographs shot by famed Lincoln photographer Matthew Brady proves it. Maverick historian Jessica Durbeen believes, and presents an overwhelming mountain of evidence – including the Brady photos that were found in the basement of the White House – to bolster her claim that "Honest Abe" was not the man she pretended to be. "Although President Lincoln was known as 'Honest Abe', it turns out she fibbed about one thing to the American people – her gender," says Durbeen, author of upcoming book *Lady Lincoln*.

The sexuality of Abraham Lincoln, the 16th President of the United States, has been a topic of fringe historical debate and scholarship, particularly since the late twentieth century. Lincoln was married to Mary Todd from November 4, 1842, until his death on April 15, 1865, and fathered four children with her. According to several historians, there was no indication during Lincoln's lifetime that anyone suspected him of homosexuality.

The article above is the story of headline "ABRAHAM LINCOLN WAS A WOMAN". This headline was shocked the world due to the famous of Abraham Lincoln in the eyes of world. The headline evokes many reaction toward the thought of people. This headline is

a kind of yellow journalism because it is so sensational and controversial. The way the journalist tell the story is so convincing by telling evidence. However, the evidence shown is quite doubtful and confused. Therefore, the writer of research recognize the headline as yellow journalism due to its sensationalism.

Based on Holmes' theory, this headline has referential function. The language used to persuade the readers so that they would believe on the statement of headline. The journalist tired to collect doubtful data to create shocking statement. However, referential function provides information whether it is true or not.

(4) "JEN BREAST CANCER DRAMA"
(National Enquirer Magazine, 2014)

Jenifer Aniston was diagnosed to suffer from breast cancer. The news was shocking her friends and they tell sympathy to Jen. Jennifer Aniston also cut her hair short because it was damaged cause the cancer. The controversial treatment, which used a combination of formaldehyde and keratin to keep locks straight for up to three months, is used to help Jen grows her hair. A doctor said that Jen had cancer for almost two years. He also added that the condition of Jen is getting worse day by day.

The fact was that the actress – along with Demi Moore, Alicia Key, and others – will direct a short film as part of Lifetime's Project Five anthology series looking at breast cancer's impact. By calling the reason behind Aniston's *Project Five* involvement shocking and then writing about the actress' "terrifying breast cancer nightmare, the journalist imply that Aniston herself has the disease. The most important thing is that Jennifer Aniston, for sure, directs a cancer drama with her friends because she wants to dedicate the drama to the people who suffers from breast cancer. She thinks that this is a good way to show the world how dangerous breast cancer is.

Such headline spreads a lie. Jennifer Aniston does not suffer from cancer but she directs a drama tells about the life of cancer patient in Alexandria Hospital. By telling a lie,

the article of yellow journalism can be also recognize as gossip. The journalist of yellow journalism is able to make an innacurate information into hot gossip.

Based on the headline “JEN BREAST CANCER DRAMA”, the headline has phatic or social function. Phatic or social function expresses speech acts in everyday interactions; it consists of greetings, complements, gossip, etc. Therefore because the headline is a gossip, it can be recognized to has phatic or social function. This function has essential impact toward society in purpose to exaggerate the information, so that, it becomes bigger and bigger. Function of language itself can arise the interest of the society to keep talking about the news.

Conclusions

After doing the research, it was found out that the headlines of yellow journalism were frequently inappropriate with the content of story or the reality. They revealed that there were some ways to write yellow journalism headlines and article. The ways areby telling a lie, exaggerating a news, spreading gossip, dramaticizing a fact, mocking somebody and inserting the perception of journalist itself . By doing those ways, the journalist is able to create sensational headlines and articles.

There were two main focus of the writer to be analysed: the forms of yellow journalism headline and the function of language in yellow journalism. After completing the research, it was found that the headline of yellow journalism is a kind of simple sentence. The analysis revealed the forms of headline which often appears. The tendency of the forms of headline were: subject (s) + verb (v), subject (s) + verb (v) + complement (c), subject (s) + verb (v) + object (o), and subject (s) + verb (v) + object (o) + complement (c). However, the writer also found that the journalist of yellow journalism also broke the rule of grammar. There were two broken rules that were recognized by the writer: subject (s) + complement (c) and verb (v) + subject (s) + complement (c). The headline is not only take form as sentence but also take the form of phase. The tendency of phrase were: noun phrase, prepositional phrase and verb phrase.

The phrase, occasionally, appeared as the component of headline sentence it self.

The language of yellow journalism writing had some function. They are referential function, expressive function and phatic or social function. The effect of language itself arose the interest of people so that they bought the yellow journalism product.

The finding of this research suggest that people must not belive the product of yellow journalism. Yellow journalism creates controversy society and bring disadvantages in society such as: missunderstanding the reality, arising the anger of people, deceiving by the wrong opinion and so on. People should be smart to recognize the news whether it is yellow journalism or not. By not buying yellow journalism product, it means that people care about the accurate fact and help the real news to be spread. It is also expected that other researchers will conduct the study about yellow journalism, so that, they will enrich the references of scientific research that related to language of yellow journalism.

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