

Old Information Marker in Online Mass Media Titles

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ABSTRACT

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Abstract

This qualitative research aims to describe the distribution of old information and the order in which old and new information is presented in news headlines in online mass media. The data for this study are news titles used by online mass media. The data for this study were taken from online mass media headlines which include detik.com. kompas.com. tribun.com Republika.com. The data sources were taken from March to May 2022. The titles to be taken are news titles that are currently being discussed by the public. This data collection was carried out by carefully reading the data source and followed by recording the data into the data card. The instrument of this research is the old information parameter which is used to determine the lingual form that expresses the old information from the data source. Based on the data analysis, two conclusions were obtained. First, old information markers can be in the form of proper names, presuppositions, and combinations of proper names and presuppositions. The proper name includes the name of the person, the name of the product, and the name of the institution. The use of proper names is effective enough to trigger old knowledge and as a basis for presenting new information so that new information will be easily accessible. In addition, the use of proper names can also provide context for the presence of shared knowledge (presuppositions or presuppositions) making it easier for readers to recognize new information. Second, the order in which information is presented tends to be patterned from old information to new information even though new information is also found to old information. Presenting old information to new information makes it easy for readers to make predictions about news content from the titles they read so that readers are interested in reading the news.

Kata Kunci: *Old Information*