

## THE POWER OF HEADLINES: A CRITICAL DISCOURSE ANALYSIS OF TEMPO ENGLISH

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### Abstract

With the rapid development of digital technology, online news headlines play a crucial role in shaping public perception. Headlines not only summarize news content but also reflect ideological stances and influence reader engagement. This study investigates the use of discursive strategies, reveals underlying media ideologies, and explores implicit meanings embedded in the headlines of 30 articles published in the Popular News section of *Tempo English* from January 2024 to February 2025. Using Fairclough's Critical Discourse Analysis framework, this research views headlines as texts shaped by discursive practices and broader social structures. Drawing on Molek-Kozakowska's typology of discursive devices, the study identifies features such as evaluative language, intensification, emotional appeal, elite references, institutional labelling, and nationalistic framing. The findings analysed through Fairclough's three-dimensional model reveal that, *Tempo English* headlines employ strategic lexical choices such as superlatives, institutional authority (e.g., Forbes, surveys), and vague quantifiers to attract attention, legitimize dominant ideologies, and frame national pride or economic achievement. These discursive strategies often simplify complex news content while reinforcing power relations and depoliticized representations. Theoretically, this study enriches discussions in digital discourse and media language. Practically, it assists journalists and editors in crafting headlines that align with content while remaining critically responsible. Pedagogically, the findings contribute to media literacy and English news writing instruction in digital journalism programs, offering students tools to evaluate language use and ideological framing in contemporary media.

**Keywords:** *Critical Discourse Analysis, Digital Journalism, Discursive Strategies, Tempo English, Media Ideology.*

## Introduction

With the rapid development of digital technology, online news has become a primary channel for informing the public. News portals now provide readers with constant streams of headlines, which often serve as both entry points and persuasive elements of the news. These headlines play an essential role in shaping perception, guiding interpretation, and constructing meaning. News platforms deliver a near-continuous stream of headlines, which frequently function as both the initial point of reader engagement and powerful persuasive elements that influence audience attention and interpretation (Nickl et al., 2024). The structure, language, and framing of these headlines play a critical role in shaping public perception and guiding or even manipulating the meanings constructed by readers (Su & Wang, 2024).

*Tempo English*, a prominent Indonesian digital news outlet under Tempo Media Group, launched an English-language version to reach global audiences. Known for its critical journalism, *Tempo English* presents trending stories in its "Popular News" section, which reflect dominant narratives and media framings. The headlines in this section are especially significant for analyzing media discourse, as they are curated based on popularity and thus represent widely consumed information.

Language style is a distinctive way of expressing thought, whether in spoken or written form. In the context of journalism, language style plays a vital role in shaping the credibility, impact, and appeal of a news story. Each journalist's style contributes to their public voice and professional presence, making style a central element of both journalistic effectiveness and ethical responsibility.

The analysis of language style and ideology within news headlines has garnered increasing scholarly attention as digital media consumption reshapes the landscape of public communication. Language style plays a pivotal role in framing information, influencing how readers cognitively process and emotionally react to news content. Numerous studies have demonstrated that subtle lexical and rhetorical choices can significantly affect readers' perceptions, attentiveness, and interpretation of news narratives (Nickl et al., 2024). Concurrently, ideology is recognized as a central force shaping media content, often embedding power relations and political biases within

seemingly neutral text. By defining news frames and narrative structures, ideological underpinnings drive the interpretive lenses through which audiences understand events, reinforcing existing societal cleavages or challenging dominant perspectives (Amaireh, 2023). In the digital era, discourse analysis has emerged as a vital methodological approach for unpacking these dynamics in media, revealing how headlines operate as strategic sites of meaning construction and public persuasion (Rahman et al., 2024). Together, language style and ideology form integral components of headline discourse that necessitate rigorous examination, particularly within evolving media environments such as *Tempo English*.

Language style in news headlines encompasses a variety of components that collectively contribute to how information is packaged and presented to the public. This includes lexical choices as well as syntactic structures that determine how information is arranged and emphasized. Semantic features also play a critical role by influencing the implied meanings and frames embedded within headlines. Empirical research confirms that headline language is increasingly characterized by emotive language and rhetorical devices designed to capture attention, encourage engagement, and prompt emotional and cognitive responses from readers (Nickl et al., 2024). For instance, the adoption of pathos-infused diction and evocative metaphors aligns with media goals to heighten immediacy and forge affective connections with audiences (Teneva, 2025). Moreover, the language style in headlines dynamically adjusts to digital consumption patterns and algorithmic curation systems which prioritize content that maximizes user interaction (Nickl et al., 2024).

The impact of language style on reader perception and engagement is profound. Stylistic elements heighten immediacy, driving more rapid emotional responses which enhance memory encoding of news events. This interplay between linguistic construction and cognitive processing is crucial especially in fast-paced digital environments where users often skim headlines rather than engage deeply with full articles. Language style thus facilitates heuristic processing, allowing readers to quickly form opinions, yet also contributes to the vulnerability to misinformation if emotive rhetoric bypasses critical analysis (Teneva, 2025). This effect is further

magnified by the susceptibility of certain audience segments to stylistic cues when forming beliefs, underscoring implications for journalistic responsibility (Amaireh, 2023).

Stylistic variation across genres and cultural contexts further complicates the landscape. Sensationalism and educational framing often conflict, with some news types such as crisis reporting while others prioritize balanced, informative tones to educate reader (Teneva, 2025). Additionally, the stylistic approach varies according to subject matter; political news may tend towards polarizing language that incites debate, whereas environmental reporting may employ emotive appeals to urgencies of climate change (Su & Wang, 2024). Cross-national differences are observable, reflecting divergent journalistic cultures and audience expectations, which influence stylistic norms in headline production (Nickl et al., 2024).

Ideology in media discourse refers to the embedded set of beliefs and values shaping how news frames the social world. In headlines, ideology manifests through the selection of frames, narratives, and lexical choices that reflect and reinforce worldviews or political interests. Media scholars conceptualize ideology as a mechanism that constructs social realities by emphasizing in-group and out-group divisions, promoting narratives that legitimize power structures or provoke contestation (Amaireh, 2023). Techniques such as lexicalization where terms carry ideological connotations serve to naturalize certain perspectives while marginalizing others. Headlines thus become not just informational summaries but active agents in shaping socio-political discourse and public consciousness (Amaireh, 2023). Additionally, the ideological bias influencing headline wording is often subtle yet impactful, shaping readers' interpretation through implicit cues embedded in word choice and framing devices.

The ideological influence of headlines extends into public opinion formation and social polarization. Headlines charged with ideological messaging intensify societal divisions by reinforcing selective interpretation and emotional responses aligned with partisan identities. This phenomenon is especially pronounced in political and environmental crises, where competing narratives vie for dominance, and media

outlets may amplify polarizing content to mobilize support or dissent (Teneva, 2025). The consequence is a fragmented public sphere marked by contested realities and eroding trust in media institutions, challenging democratic discourse and citizen engagement.

Importantly, ideology and language style interact dynamically within headlines. Language style can be manipulated to reinforce ideological positions through rhetorical strategies such as emotional appeals, framing, and metaphor. These not only amplify ideological messages but also contribute to legitimizing or challenging prevailing power relations (Teneva, 2025). For example, emotive style coupled with partisan framing shapes affective responses that align with ideological predispositions (Teneva, 2025). This intersection raises significant ethic-political concerns over journalistic practices, demanding scrutiny of how news content navigates the balance between persuasion and responsible public communication (Su & Wang, 2024).

*Tempo English* operates at the intersection of digital media globalization and Indonesia's socio-political context, making the analysis of language style and ideology in its headlines particularly urgent. As Indonesia gains increased international visibility, the English language platform plays a crucial role in shaping global perceptions of national affairs and cultural narratives. The rapid dissemination capabilities of digital media amplify both the reach and speed of news circulation, engaging a broad multilingual and diasporic readership that demands clarity, accuracy, and cultural sensitivity in news representation (Nickl et al., 2024). The importance of providing transparent and carefully framed news in such an environment cannot be overstated, as inaccuracies or biased language risk misinforming diverse audiences and skewing international discourse.

Unexamined language and ideological framing on the platform risk misrepresenting Indonesian socio-political realities, potentially perpetuating stereotypes or partial narratives that distort understanding among global readers (Amaireh, 2023). This issue becomes more critical when sensitive topics such as ethnic, religious, or political conflicts are reported without sufficient contextual balance, which could exacerbate social fragmentation both domestically and

internationally. The consequences extend to diminished social cohesion among Tempo's heterogeneous audience, erosion of trust in media, and amplification of misinformation and online polarization through stylistic and ideological manipulations embedded within headline discourse.

These risks are counterbalanced by opportunities for improvement in journalistic standards and policy formulation. Analysing headline discourse in *Tempo English* edition offers a pathway to inform ethical editorial guidelines that enhance the accuracy and neutrality of news presentation. Such efforts may boost media literacy among English-speaking readers by providing critical perspectives necessary to decode potentially biased or emotionally charged content. Furthermore, maintaining responsible discourse supports democratic engagement and fosters intercultural understanding by presenting fair and nuanced narratives to a global audience (Rahman et al., 2024).

Several key studies provide foundational insights into the roles of language style and ideology in shaping headline discourse. One significant study employed a large-scale corpus analysis of digital news headlines spanning over two decades, revealing a systematic evolution marked by increased negativity, emotive language, and clickbait tactics. This work highlighted how media outlets strategically adapted their language style to meet the demands of algorithm-driven digital platforms and capture audience attention in a competitive environment (Nickl et al., 2024). The study underscored language style as a central tool in framing headlines, reflecting broader shifts in journalistic norms influenced by technological affordances.

Another important investigation utilized critical discourse analysis to examine the ideological framing of political news headlines, focusing specifically on lexicalization techniques that produce in-group and out-group polarities. Examining coverage of politically charged conflicts, this research demonstrated how ideological positioning is embedded in headline choices, reinforcing political narratives and influencing audience perception. The study revealed the potency of ideological framing in driving community polarization and shaping public discourse (Amaireh, 2023).

A third study analysed the impact of headline framing during the COVID-19 pandemic, employing lifecycle and agenda-setting theories to understand dissemination patterns on internet-based platforms, such as Baidu News. Findings indicated the critical role of timely, accurate, and rhetorically designed headlines in managing public opinion, mitigating misinformation, and maintaining social stability during a health crisis. Emotional and rhetorical strategies within headlines were identified as key mediators shaping public responses to evolving health narratives (Su & Wang, 2024).

Despite their valuable contributions, these studies exhibit certain limitations that highlight areas for further inquiry. Notably, there is a limited focus on jointly analysing language style and ideology within a unified research framework or single media context. While some have explored stylistic patterns and others ideological discourse, integrated approaches remain scarce. This lack hampers comprehensive understanding of how these two dimensions interact to shape reader cognition and public opinion.

Furthermore, there is a marked gap of research examining these discourse variables in the context of non-Western or emerging digital news platforms, such as *Tempo English* version. Given Indonesia's distinct cultural and political landscape, and its growing media influence via digital platforms, the applicability of findings primarily derived from Western media environments remains uncertain. The specific stylistic and ideological dynamics within Indonesian English-language news have yet to be thoroughly interrogated.

Additionally, existing studies often overlook the implications of language style and ideological framing for diverse, multilingual, and international audiences. There is a pressing need for empirical investigations that connect headline discourse with audience reception, interpretation, and behavioural outcomes across demographic and cultural segments. Moreover, ethical considerations, including the development of editorial guidelines addressing emotionalization and ideological bias in English-language news from Indonesian media, have been insufficiently explored.

While existing research successfully highlights the ideological functions of news language, it often overlooks how these discursive strategies operate in English-language digital media produced in non-native English contexts. Furthermore, limited attention has been paid to identifying concrete discursive strategies within specific linguistic frameworks, particularly in relation to Indonesian online news outlets. Addressing these gaps provides an opportunity to analyze how digital journalism navigates language, power, and ideology using specific rhetorical choices.

This study is grounded in the theoretical framework of Critical Discourse Analysis (CDA), particularly as conceptualized by Fairclough & Wodak (1997). In both written and spoken forms, CDA provides the tools to describe, interpret, and explain the relationship between language and power. The CDA approach emphasizes the connection between discourse and society by not only examining the text itself but also analyzing its production and interpretation within broader social contexts. Discourse, in this view, is seen as a three-dimensional phenomenon comprising textual analysis, discursive practice, and social practice (Fairclough, 1995).

To address the identified gaps, the current study analyzes the discursive strategies employed in 30 headlines from the Popular News section of *Tempo English*, published between January 2024 and February 2025. The study applies Fairclough's Critical Discourse Analysis (CDA) framework and integrates the typology of discursive devices proposed by Molek-Kozakowska (2013) to explore the intersection between linguistic form, media ideology, and social representation.

Linguistic form such as evaluative language, lexical choices, and intensification are central to understanding how discourse achieves its communicative effects. The discursive practice dimension investigates how texts are produced, disseminated, and interpreted. Fairclough's three-dimensional model is widely used to analyze these processes in media reporting, highlighting how editorial choices and source selection influence the framing and understanding of issues (Hermawan & Hamdani, 2023). The selection of topics, framing of events, and decisions about sourcing all affect how texts circulate and shape public perception. The interplay between media discourses, institutional actors, and consumer audiences illustrates how meanings are negotiated,

reinforced, or contested during textual consumption. Text production practices and intertextual connections contribute to the formation of collective awareness and public discourse, allowing citizens to engage actively in societal dialogues (Zih et al., 2020).

This study also employs the typology of discursive devices developed by Molek-Kozakowska (2013). Her framework categorizes various strategies such as evaluative language, lexical emphasis, intensification and quantification, coherence-building techniques, emotional references, elite mentions, role labels, institutional agents, and national framing. These discursive devices are instrumental in shaping the ideological content and rhetorical impact of headlines (Karim et al., 2021).

In the context of journalism, language is a creative, yet strategic tool used by journalists to deliver current information. A journalist's ability to frame a story using engaging and audience-friendly language greatly affects how the content is received. Journalistic language must be accessible to a diverse readership, avoiding excessive jargon while tailoring style to the target media and its intended section or genre.

Ahmed (2020) compares British and American headline coverage on the "Megxit" story, showing that word choice, grammatical structures, emotive language, and naming strategies are selectively deployed to reflect the ideologies and political positioning of news practitioners. This demonstrates how media language is intentionally crafted to shape public perception and direct audience interpretation of an issue.

Hadidi et al (2021) explored political headlines in American online newspapers and discovered a frequent use of linguistic strategies such as full clauses and ellipses. These elements are part of a broader tactic of tactical incompleteness, where headlines are intentionally vague or fragmented to stimulate curiosity and increase click-through rates. According to Hadidi and colleagues, the most dominant strategies used in headlines are structurally incomplete sentences combined with rhetorical techniques that capitalize on ambiguity.

Matthews & Heesabee (2024) analyse UK online news coverage during the COVID-19 crisis, finding that discursive strategies such as direct or implied referencing

of political elites, expressions of anger or frustration, and the nomination of agency are central to shaping how blame and responsibility are constructed in headlines.

Troiano et al. (2021) contributed to the field by presenting a hierarchical survey on the theory of stylistic language and its application in style transfer. They categorized different types of language style and highlighted the challenges of modifying style while preserving meaning. Their work emphasizes that understanding language style requires a multidisciplinary approach, drawing from linguistics, psychology, and artificial intelligence. Similarly, Kang et al. (2019) argued that language style is not a single, fixed variable but rather a composite of formality, emotion, metaphor use, and other rhetorical elements. Their findings underscore the complexity of analyzing style in discourse and caution against simplistic models that fail to account for linguistic nuance.

Nuzula et al. (2022) stressed that journalistic language has its own set of rules, distinguishing it from other language varieties. According to them, journalistic style is defined as the language used by journalists when producing written works for mass media. In Indonesian context, this journalistic language, especially in print and digital media, is recognized as a stylistic genre in itself. It reflects both the identity and rhetorical flair of individual journalists. Consequently, each journalist brings their own linguistic characteristics to their writing, shaping their professional identity within both journalistic and literary domains. The stylistic elements embedded in news writing are not merely aesthetic; they also serve functional and ideological purposes by framing the news in specific ways that attract and influence readers.

The objective of this study is threefold: (1) to identify the discursive devices used in headline construction; (2) to uncover the underlying ideologies reflected in those headlines; and (3) to derive insights into how English-language media in a non-native context frames news narratives to serve ideological functions. The novelty of this research lies in its focus on Indonesian digital journalism in English, its integration of CDA with Molek-Kozakowska's typology, and its contribution to media literacy, journalistic education, and discourse analysis in the digital age. Seeing from the objectives of this study, the following research questions are presented:

1. What discursive devices are used in the headlines of *Tempo English* as Indonesian English-language digital newspaper?
2. What ideologies are shown in these headlines?
3. How do *Tempo English* use headlines to shape news stories in ways that support certain ideologies?

## Method

This study employed a qualitative research design using Critical Discourse Analysis (CDA) as its primary approach. The objective was to examine how discursive devices and ideological framing are embedded in English-language digital news headlines published in the Popular News section of *Tempo English* between January 2024 and February 2025. A total of 30 headlines were purposively selected from this period to represent the scope of the analysis.

In qualitative research, the researcher is the primary instrument of data collection (Creswell, 2014, cited in Chali et al., 2022). In this study, the researcher applied Fairclough's (1995) three-dimensional CDA framework in combination with Molek-Kozakowska's (2013) typology of discursive devices. These frameworks served as the main analytical instruments for identifying linguistic strategies and uncovering ideological dimensions.

The data were collected from publicly accessible *Tempo English* websites, categorized as official external documents. Since the sources were openly available, no consent letters were required, and ethical use was ensured by including all headlines in the appendix for transparency. The 30 headlines were extracted directly from the digital news portal rather than from transcriptions or interviews.

The analysis followed multiple stages. First, each headline was categorized based on discursive devices such as evaluative language, lexical selection, intensification and quantification, continuity of meaning, emotional references, elite figure mentions, role labels, institutional agents, national representation, and event framing. Since many headlines employed more than one device, deeper analysis was carried out to identify attention-grabbing words, emotionally charged vocabulary, and

framing strategies. Each word or phrase was further examined to uncover its implicit meaning and ideological function. The findings were then synthesized and generalized.

## Results

This study analysed thirty news headlines from *Tempo English* using Fairclough's Critical Discourse Analysis (CDA) framework to examine linguistic features, media practices, and ideological contexts. Findings highlight the dominant use of superlatives, rankings, and evaluative language in headlines, which creates sensational and clickable content emphasizing competition and consumerist values. Unlike previous studies that focus solely on political or economic discourse, this analysis reveals a discursive hybridity blending lifestyle, soft news, and hard news within Indonesian digital journalism. Furthermore, headlines reflect nationalistic framing and euphemistic language, softening controversial topics to maintain social stability, a nuance less emphasized in prior research.

### 1. Textual analysis (micro-level)

Lexical choices strongly favour superlatives and rankings, such as "Top 10," "Most Dangerous," and "Richest," reinforcing prestige and sensationalism. Modality and certainty expressions ("Easy Ways to Check...", "Here's What the Survey Says") project authority and guide reader perception. Nominalization abstracts actions into nouns ("Withdrawal of Banknotes," "Defeat Against North Korea"), depersonalizing events and reducing agency. Evaluative language ("Watch the Blue Skies!", "Beats", "Tightens") introduces emotional cues, subtly influencing reader attitudes.

### 2. Discursive practice (meso-level)

Headlines employ listicles and rankings consistent with digital media's SEO-driven commercial logic, designed to maximize engagement and readership. The discourse blends soft news (entertainment, lifestyle) with hard news (political, economic issues), broadening audience appeal. Intertextual references to credible institutions (e.g., "According to Forbes") lend legitimacy while avoiding deep analytical engagement, aligning with the mediated voice characteristic of online journalism.

### 3. Social practice (macro-level)

Headlines reflect and reinforce a consumerist ideology, emphasizing wealth, status, and lifestyle. Nationalistic framing appears through positive positioning of Indonesian achievements and euphemistic language that softens negative news, such as “Indonesia Exits U-17 Asian Cup After 6-0 Defeat.” Complex issues like climate change are reported superficially, indicating limited ideological critique compared to prior discourse studies highlighting deeper socio-political engagement.

Table 1. Discursive features in headlines based on Fairclough’s CDA dimensions

<b>CDA Dimension</b>	<b>Discursive Features</b>	<b>Finding Summary</b>
Text (Micro-level)	Use of superlatives, modality, nominalization	Headlines sensationalize through evaluative language and abstract actions reducing agency.
Discursive Practice (Meso-level)	Use of listicles, rankings, intertextuality	Headlines optimized for clicks, blending soft and hard news; mediated authoritative voice.
Social Practice (Macro-level)	Consumerism, nationalism, euphemism	Headlines reinforce consumer values and national pride; soften negative or political issues.

## Discussion

The findings of this study align with Fairclough’s (1995) and Fairclough & Wodak’s (1997) framework of Critical Discourse Analysis (CDA), while also resonating with recent scholarship on digital journalism and media discourse (Amaireh, 2023; Nickl et al., 2024; Su & Wang, 2024; Teneva, 2025). In line with Fairclough’s three-dimensional model, *Tempo English* headlines function not only as gateways to news stories but also as persuasive discursive constructs that reproduce ideological positions and commercial imperatives in digital media environments.

At the textual (micro) level, the study confirms the significance of linguistic devices such as evaluative language, modality, superlatives, and nominalization in shaping reader interpretation. These align with Molek-Kozakowska’s (2013) typology

of discursive strategies, particularly lexical emphasis and emotional appeals. Headlines containing superlatives ("Top 10," "Most Dangerous") or modalized directives ("Easy Ways to Check") exemplify Xuan's (2023) claim that journalists strategically select diction to evoke affective responses. Such rhetorical strategies parallel Nickl et al's (2024) and Teneva's (2025) findings that emotive and pathos-driven language enhances immediacy, accelerates cognitive processing, and heightens memorability in digital reading contexts where audiences often skim rather than read in depth.

At the discursive practice (meso) level, *Tempo English's* headlines illustrate hybridization by blending soft news (lifestyle, entertainment) with hard news (politics, economics). This reflects broader trends in digital journalism that prioritize visibility and engagement (C. Z. Kang & Ogawa, 2017; Nickl et al., 2024). The presence of ambiguity and tactical incompleteness, noted by Hadidi et al. (2021) further stimulates curiosity and drives click-through rates. Intertextual references to authoritative sources such as Forbes or governmental institutions bolster credibility while simultaneously reinforcing dominant ideological standpoints, a pattern observed by Lodhi et al. (2019) and echoed in Su & Wang's (2024) claim that headline structure and framing are instrumental in guiding interpretation.

At the social practice (macro) level, the headlines analysed reveal patterns of neoliberal consumerist ideology and nationalistic framing. Frequent emphasis on wealth, rankings, and product-related tips reflects the commodification of news discourse within a consumer-driven media culture. Simultaneously, euphemistic treatment of politically sensitive topics maintains social cohesion and legitimizes existing power relations. This dual function reflects Fairclough's (1995) view of discourse as a vehicle for ideology reproduction and aligns with Amaireh's (2023) argument that ideological bias often manifests subtly in headlines through framing and lexical choices. In the Indonesian context, these findings support Nuzula et al. (2022), who highlight how digital news discourse mediates between commercial imperatives and the reproduction of social values.

The role of language style is central to these dynamics. As D. Kang et al. (2019) and Troiano et al. (2021) argue, style is not a static attribute, but a composite

phenomenon shaped by tone, formality, and rhetorical choices tailored to audience expectations. *Tempo English's* stylistic strategies illustrate this fluidity, employing accessible yet authoritative language that resonates with digital consumption patterns while subtly advancing ideological perspectives. This confirms Teneva (2025) claim that journalistic style reflects both the demands of digital media algorithms and the ethical responsibilities of professional reporting.

By situating these findings within the context of *Tempo English's* edition, this study underscores the global stakes of digital journalism. Headlines serve as powerful persuasive elements that circulate rapidly across multilingual audiences, shaping international perceptions of Indonesian society and politics (Nickl et al., 2024). However, as Amaireh (2023) warns, ideologically charged or stylistically manipulative headlines risk perpetuating stereotypes, amplifying polarization, and eroding trust in media institutions. At the same time, the analysis points to opportunities for strengthening editorial practices and advancing critical media literacy, as emphasized by Rahman et al. (2024), ensuring that news discourse promotes intercultural understanding and responsible communication.

Compared with prior CDA research that has often concentrated on overtly political discourse, this study contributes by revealing the subtle, hybridized linguistic strategies that define contemporary Indonesian digital journalism. It demonstrates how headlines operate at the intersection of stylistic framing, ideological reproduction, and commercial imperatives, offering new insights into the complexities of media discourse in the digital age (van Dijk, 1988).

From a pedagogical perspective, these findings highlight the importance of fostering critical literacy and discourse awareness in both journalism education and media consumption. Recognizing how language style interacts with ideology equips journalists to uphold ethical standards while enabling readers to critically decode persuasive strategies embedded in headlines. Such critical engagement is crucial for nurturing an informed and reflective public sphere, consistent with Fairclough's vision of empowered discourse participants who can challenge dominant narratives.

## Conclusion

This study examined how language style and ideology are embedded in online news discourse by analysing thirty *Tempo English* headlines through Fairclough's Critical Discourse Analysis (CDA) framework. Findings show that Indonesian digital headlines are not ideologically neutral but strategically shaped through evaluative language, rankings, modality, nominalization, and national framing to influence public perception, depersonalize issues, and reproduce consumerist and nationalistic ideologies. By integrating Fairclough's three-dimensional model with Molek-Kozakowska's typology of discursive devices, the study demonstrates how headlines function as both linguistic and ideological tools, extending discourse analysis beyond overt political reporting to include lifestyle and entertainment news where subtle identity construction also occurs.

The results highlight that Indonesian digital journalism mirrors global trends such as click-driven headline practices while retaining culturally specific ideological markers, underscoring the need for localized yet critical approaches to media language in multilingual and multicultural contexts. These insights inform media literacy education, journalism training, and editorial practice by promoting critical reader awareness, encouraging ethical reflection among journalists, and supporting innovations such as critical reading curricula for journalism students and AI-assisted tools for detecting ideological framing in real time.

Future research should consider expanding the corpus to include headlines across multiple Indonesian media platforms and languages to uncover comparative patterns in ideological framing. Longitudinal studies may also explore how discourse strategies evolve in response to political change or audience behaviour. Additionally, experimental studies could examine reader interpretations and emotional responses to stylistically varied headlines, offering deeper insight into the reception side of media discourse.

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