



PRESUPPOSITION IN INTERROGATIVE HEADLINES ON

“ALLKPOP” NEWS AND GOSSIP SITE

A THESIS

**In Partial Fulfillment of the Requirements for
the Sarjana Degree Majoring Linguistics in English Department
Faculty of Humanities Diponegoro University**

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PRONOUNCEMENT

The writer truthfully assures that in fact she arranged this thesis by herself without copying any results from other researches in other degrees of any university. The writer also confirms that she does not cite the materials without mention the references.

Semarang, 16 July 2013

Afrin Rubiyanti

MOTTO AND DEDICATION

*A writer writes not because he is educated
but because he is driven by the need to communicate.
Behind the need to communicate is the need to share.
Behind the need to share is the need to be understood*

Leo Rosten

*Good communication is as stimulating as black coffee,
and just as hard to sleep after*

Anne Morrow Lindbergh

This paper is dedicated to
My beloved family and
to everyone who helped me accomplish this paper.

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Finally, the writer expects that this thesis will be useful to the reader who wishes to learn something about presupposition especially the presupposition trigger of questions.

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Afrin Rubiyanti

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ABSTRAK

Dalam setiap ujaran yang dibuat oleh penutur biasanya terdapat asumsi awal yang tidak diucapkan tapi tetap tersampaikan. Oleh sebab itu, penulis memiliki ketertarikan untuk menguraikan apa yang menjadi asumsi awal penutur yang tidak diucapkan secara langsung pada tuturannya. Dalam Skripsi ini penulis menggunakan judul berita pada website tentang berita dan gossip Kpop bernama *allkpop* sebagai bahan dari analisis. Judul berita yang digunakan untuk proses analisis lebih tepatnya yaitu judul berita yang ditulis dalam bentuk kalimat tanya. Pentingnya dari analisis ini yaitu untuk mengetahui asumsi yang ada untuk menunjukkan apa fungsi dibalik judul berita tersebut. Untuk mengetahui asumsi penutur, penulis menggunakan teori *presupposition*. Batasan dalam penelitian ini yaitu penggunaan *presupposition triggers* yang hanya difokuskan pada salah satu jenis yaitu *questions*.

Tujuan penulisan Skripsi ini adalah untuk menguraikan praanggapan penulis berdasarkan judul berita yang ditulisnya dalam format kalimat tanya. Tujuan lainnya yaitu untuk mengetahui indikasi dari praanggapan yang muncul untuk menunjukkan fungsi dari judul berita yang ditulis dalam format kalimat tanya tersebut.

Dalam Skripsi ini data yang digunakan yaitu ujaran atau teks judul berita dengan format kalimat tanya yang diambil dari berita yang diterbitkan pada tanggal antara 20 – 26 Februari 2013. Metode pengambilan sample menggunakan metode *purposive sampling* dan teori Sudaryanto yaitu simak bebas libat cakap. Dalam menganalisis data tersebut, penulis menggunakan salah satu teori *presupposition triggers* yaitu *questions* dari Stephen C. Levinson dan juga teori yang serupa dari George Yule.

Hasil analisis menunjukkan bahwa jenis kalimat tanya yang berbeda memiliki praanggapan yang berbeda pula yang juga menimbulkan indikasi yang berbeda. Walaupun begitu, terdapat satu persamaan indikasi yaitu dalam setiap judul berita yang ditulis dalam kalimat tanya memiliki ‘hal’. Berdasarkan praanggapan tersebut, didapat bahwa judul berita tersebut memiliki fungsi tersendiri, yaitu mewakili posisi pembaca, menumbuhkan rasa penasaran pada pembaca, dan menuntun pembaca pada jawaban atas rasa penasaran tersebut. Oleh karena itu, judul berita yang ditulis dalam bentuk kalimat tanya memiliki peranan yang lebih untuk menarik banyak pembaca.

Keywords: *presupposition, presupposition triggers, questions*

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

Nowadays, entertainment industries in South Korea are developing so fast. They produce dramas and music that are spreading to the world. The most progressive of South Korea's entertainment production is the music. This music is well known as Kpop or Korean Pop. Almost all countries in the world know the greatness of it. Thus, today there are many news and gossip about Kpop in the printed media, electronic media, and internet media. One of the news media that can be updated every minute or every time is internet media. Therefore, many people like to read the news and gossip of Kpop in this media. Before the readers read the news, they will read the headline first. Thus, it is the most important part in the news article. Because of that, the writer is interested in analyzing headlines in Kpop news and gossip site.

One of the linguistics branches that have connection with this case is pragmatics. The pragmatics study of presupposition has an important role to analyze the utterance of people. Presupposition can be used to analyze the text of article's headlines. In processing presupposition, the intended meaning is assumed to be true based on the speaker's utterance or the writer's statement and it is analyzed by the hearer or the reader. In consequence, presupposition can be used by the readers to know the intended meaning of the headlines.

The article headlines are not only written in declarative form but also in interrogative form. Headlines in declarative form give the complete and clear information. In contrast, it is different with interrogative headlines which give unclear information. The writer of the headlines should give information to the readers who want to know it. However, in interrogative headlines, the writer does not deliver the information to them. Thus, by the presupposition theory, the writer will find out the functions of interrogative headlines in the news media. Nowadays, people waste more time to read online than read offline in the printed media like, magazine, newspaper, and tabloid. Therefore, the writer is interested in analyzing article headlines in website as the popular news media. By analyzing those interrogative headlines, the writer wants to inform what are the intended meanings based on the presupposition on the texts. Furthermore, the writer wants to show the functions of those interrogative headlines.

1.2. Problem of the Study

From the topic, the problems have arrived to this thesis. The research problem in this thesis that will be analyzed is what the presupposition in the interrogative headlines is. Furthermore, what is the indication of the presupposition in those headlines is also the problem of this research. The other problem in this thesis is what the functions of these interrogative headlines are based on the presupposition analysis.

1.3. Purpose of the Study

There are the purposes of analyzing the presupposition in interrogative headlines. The purpose of this study is to elaborate the presupposition in interrogative headlines. Moreover, after knowing the presupposition, the writer wants to show the indication of those presuppositions. The other purpose of this thesis is to elaborate the functions of those interrogative headlines based on the presupposition analysis.

1.4. Previous Studies

Related to the topic in this thesis, the writer finds some previous studies. There are five previous studies that discuss presupposition. The previous studies are written in range year between 2007 and 2009. From five previous theses, there are four theses that are analyzed by Levinson's presupposition triggers theory. Furthermore, the rest of the thesis is analyzed by Yule's theory.

In 2007 and 2008, there are two theses that used Levinson's theory to analyze printed advertisements in magazine. The first one is written by Diah Karyaningrum in 2007 entitled *Pragmatic Presuppositions on Advertisements (Case Study on Fortune magazine)*. The purpose of this thesis is to describe the presupposition triggers and to explain the function of those presuppositions. The second research is written in 2008 by Dewi Masyitoh Februana. The title of her research is *A Pragmatic Presupposition Analysis on Advertisement in "Kartini" Magazine (From March to December 2004 editions)*. The first thesis used all

kinds of product advertisements, while the second one used specific product advertisements, that is, health and medicine. The purpose of the second thesis is also to describe the presupposition triggers in the text.

There are two previous studies in 2008 that have the same type of data, that is, dialogs, but they use the different theory between Levinson and Yule. The first thesis is *Pra-anggapan Pragmatik dalam Nasah Drama "The Wild Duck" Karya Henrik Ibsen* that is written by Rachma Yulistina. Levinson's theory is used to analyze the data of this thesis that is drama scripts. The purposes of this thesis are grouping the utterance in the text based on the theory of presupposition triggers and also describing presupposition and the effect based on the shared knowledge between the addresser and the addressee in "The Wild Duck" scenario. Moreover, the second thesis is *Presuposisi dalam Interaksi Sosial pada Serial Desperate Housewives* by Ria Apriliana. This thesis used data from serial TV scripts and is analyzed with Yule's theory. The purpose of this thesis is to elaborate the presuppositions in the text.

In 2009, there is a thesis entitled *Pra Anggapan Pragmtik dalam Judul Berita Surat Kabar the Jakarta Post*. The writer of this thesis is Sumayyah. She used the presupposition triggers theory by Levinson. The writer used data from *The Jakarta Post* in 13-17 July 2009 editions. The purpose of this thesis is to identify the triggers in the text and to identify the point of why it is written in presupposition form.

Those five previous studies are analyzed with either the presupposition triggers by Levinson or the presupposition indicators by Yule. The analysis of

those previous studies discusses all the type of presupposition triggers or the presupposition indicators that appear in the data. In this thesis, the writer uses the presupposition theory from Levinson and Yule. To make it different with the previous studies, the writer only discusses one of the presupposition triggers, that is, questions. This trigger is really different with the others. It only used to analyze interrogative texts, while the others are used to analyze declarative texts. The writer uses article headlines written in interrogative form in the news and gossip site named *allkpop* as the data. The writer does this research because there are still no theses using data from internet that are analyzed by only one type of presupposition triggers. The purpose of this thesis is not only to show the presupposition but also the indication of interrogative headlines. This thesis also has a purpose to elaborate the functions of interrogative headlines by the presupposition analysis.

1.5. Organization of the Writing

This paper falls into five chapters, there are:

CHAPTER 1 INTRODUCTION

This chapter contains of background of the study, problem of the study, purpose of the study, previous studies, and organization of the writing.

CHAPTER 2 REVIEW OF THE LITERATURE

This chapter describes definition of presupposition, characteristic of presupposition, and presupposition triggers of questions.

CHAPTER 3 RESEARCH METHOD

This chapter includes types of research, data, population, and sample, data collection method, and data analysis method.

CHAPTER 4 ANALYSIS

This chapter explains presupposition triggers of questions in interrogative headlines and the functions of interrogative headlines.

CHAPTER 5 CONCLUSION

This chapter draws the conclusion of the research result based on the analysis.

CHAPTER 2

REVIEW OF THE LITERATURE

This chapter discusses presupposition as one of the topics in Linguistics. In this literary review, the writer explains the definition of presupposition, the characteristic of presupposition, and the presupposition triggers of questions.

2.1. Definition of Presupposition

Presupposition is a theory included in one of the branches of linguistics, that is, pragmatics. According to Yule (1996: 3) pragmatics is the science that studies the meaning of an utterance spoken by the speaker and the person who interprets the contextual meaning of what the speaker communicated is the listener. From the theory of pragmatics above, it is clear that presupposition has a point that studies the intended meaning interpretation made by the listener from the speaker's utterances.

The definition of presupposition as Yule (1996: 25) stated is the speaker's assumption which is unsaid when producing utterances. There are speculations in the expression uttered by the speaker (Mey, 1993: 28). Both of the researches have the same explanation of presupposition, that is, the speaker has an assumption toward something which is not said but still delivered. There is also another explanation of presupposition. The researcher connects presupposition with the logic of philosophy. Renkema (1993: 154) states "The term 'presupposition' originated in philosophy of logic, where it is used to denote a

special type of implicit information.” The reason of why the listener needs to denote the implicit information is because there is unsaid information in the speaker’s utterance. Thus, according to Levinson (1983: 168) presupposition is used to explain all assumptions toward the utterance and the expression that is produced by the speaker. It confirms that presupposition is the speaker’s assumption which is unsaid but communicated.

2.2. Characteristic of Presupposition

There are some characteristics in the presupposition theory. One of them is that there are some symbols in presupposition study to describe the analysis of it. Levinson (1983: 181) and Yule (1996: 26) use the symbol “>>” that means “presuppose” to indicate the analysis of presupposition in the text. Consider the example from Yule (1996: 26) below:

(1) Mary’s dog is cute (>> Mary has a dog)

Based on the presupposition analysis of text (1), it can be explained that this text presupposes “Mary has a dog”.

The other characteristic of presupposition is the unchanged presupposition in the negative statement. As stated by Yule (1996: 26) the presupposition does not change to follow the negative statement even the statement denies with “not” vocabulary, it is called constancy under negation, e.g.:

(2) Mary’s dog isn’t cute (>> Mary has a dog)

The statement “Mary’s dog isn’t cute” presupposes “Mary has a dog”. The statement is still true or unchanged even in the denial statement.

Renkema (1993: 155) also confirms that it is not about right or wrong implicit information but more about an assumption made by the speaker that is not influenced by a denial process, e.g.:

(3) John is (not) opening the window

>> The window is closed

The statement (3) presupposes the window is closed. The presupposition is not influenced by the negative process. The verb ‘to open’ presupposes that the window is in the opposite condition that is closed. Therefore, the denial process is used to prove that the statement contains presupposition.

According to Levinson (1983: 184) the denial process is cannot applied in the presupposition trigger of questions. The reason is that it is not the same with the other presupposition triggers. The others are written in the declarative form, while questions presupposition trigger is written in interrogative form. This different form has different role too. Therefore, in the presupposition analysis of interrogative texts, the denial process is not applicable.

2.3. Presupposition Triggers of Questions

The existence of presupposition is characterized with some lexical items or some structures. According to Yule (1996: 27) there are some points like word, phrase, and structure that indicate the existence of presupposition, named potential

presuppositions. Similarly, Levinson (1983: 181) also stated that there are some forms called presupposition triggers that indicate presuppositions. Both the potential presupposition and the presupposition triggers have the same part in the presupposition theory. They indicate the existence of presupposition in the speaker's utterance or the writer's statement.

Yule (1996: 27-30) has summarized the potential presupposition into six types, that is, existential, factive, lexical, structural, non-factive, and counterfactual presupposition. Nevertheless, Karttunen (in Levinson, 1983:181-184) classified presupposition triggers into thirteen kinds: definite description, factive verbs, implicative verbs, change of state verbs, iteratives, verbs of judging, temporal clause, cleft sentences, implicit cleft with stressed constituents, comparisons and contrasts, non-restrictive relative clauses, counterfactual conditionals, and questions. However, the writer only explains one of the presupposition triggers that is used to analyze the interrogative headlines, that is, questions.

Questions as one of the presupposition triggers can indicate presuppositions (Levinson, 1983: 184). Yule (1996: 29) also stated that question structure can indicate presupposition, but he named it as 'structural presuppositions'. According to Levinson (1983: 184), this presupposition trigger is divided into three kinds, there are WH-Question, yes/no question, and alternative question.

2.3.1 WH-questions

Crystal (2008: 520) stated that WH-question is a question that characterized with question word for instance, 'what', 'who', 'where', 'when', 'how', 'which',

etc. Each type of question word has usefulness to ask different information. The question word of ‘when’ is used to ask the information of time, ‘where’ to ask place, ‘why’ is used to ask reason, be dissimilar, ‘how’ to ask manner, ‘who’ to ask people, ‘whose’ to ask possession, while ‘what’ to ask thing, and the question word of ‘which’ is used to ask definite thing from the known quantity or group (Azar, 1989: A10-A11). The different question word has different presupposition too.

As stated by Levinson (1983: 184) “WH-questions introduce the presuppositions obtained by replacing the WH-word by the appropriate existentially quantified variable, e.g. ‘who’ by ‘someone’, ‘where’ by ‘somewhere’, ‘how’ by ‘somehow’, etc.” Hence, the different question word indicates the different presupposition too. This presupposition indicates that there is missing information in the already known ‘case’. Therefore, the presupposition of WH-question headlines indicates that there is a ‘case’ that is already known to be true by the addresser.

Consider the following example from Levinson (1983: 184) below that used question word of ‘who’ which is used to ask person or people.

(4) Who is the professor of linguistics at MIT?

>> Someone is the professor of linguistics at MIT

The question word of ‘who’ in the text (4) presupposes that there is someone. Thus, the presupposition of it is that someone is the professor of linguistics at MIT. The word ‘someone’ here shows that there is missing information of person.

Hence, this presupposition and the missing information of this text indicate that there is a 'case' already known to be true.

According to Yule (1996: 28) the presupposition in WH-question text is in the part of the text itself that is assumed to be true.

(5) When did he left?

>> He left

Based on the presupposition analysis of text (5), it shows that the presupposition of it is in the clause after the question word 'when'. This text presupposes that he left. This presupposition is the 'case' that is already known to be true.

2.3.2 Yes/no Questions

According to Cowan (2008: 61) yes/no question is characterized by the auxiliary before the subject that can be addressed by either yes or no. The auxiliary can be auxiliary verbs, copular 'be', and modals. There is a separation either yes or no in the presupposition of this type of question (Levinson, 1983: 184). In another word, the possibility of the answer can be either yes or no. Thus, it indicates that the 'case' is not yet known to be true. Consider the example of presupposition in yes/no question text below (Levinson, 198: 184).

(6) Is there a professor of linguistics at MIT?

>> Either there is a professor of linguistics at MIT or there isn't

The presupposition of text (6) is that either there is a professor of linguistics at MIT or there isn't. This presupposition has two possibilities of the truth. The first

is the positive case that is there is a professor of linguistics at MIT. The second possibility is the negative case that is there isn't a professor of linguistics at MIT. Hence, those two possibilities indicate that there is a 'case' that is not yet known to be true.

2.3.3 Alternative Questions

The definition of this type of question as stated by Cowan (2008: 75) is the question type that the answer is in the choices between two or more alternatives. Therefore, this type of question offers choices of answer. The choices are connected with the conjunction 'or'. According to Levinson (1983: 184) the presupposition of alternative question texts are like yes/no question texts that occurs a separation of possibilities of answer, but there are choices of it. Hence, the presupposition of alternative question texts also indicate that there is a 'case' that is not yet known to be true, but the truth is available in the choices that are offered. The following text is the example from Levinson (1983: 184).

(7) Is Newcastle in England or is it in Australia

>> Newcastle is in England or Newcastle is in Australia

Text (7) presupposes that Newcastle is in England or Newcastle is in Australia. There are also two possibilities in this type of question. The first possibility is that Newcastle is in England, while the second one is that Newcastle is in Australia. However, the possibilities are based on the choices that

are offered in the text itself. Thus, alternative question indicates that there is a 'case' that is not yet known to be true, but the truth is available.

CHAPTER 3

RESEARCH METHOD

This chapter discusses the research method of this thesis. In the explanation below, the writer explains the types of research, the data, population, and sample, the data collection method, and the data analysis method.

3.1. Types of Research

The type of this research based on the theory that is used, that is, presupposition, is pragmatics research. This thesis is included in pragmatics research because the writer analyzes the addresser's statement. The type of researches also can be classified by the purpose, the place, the data analysis, and the contribution. Based on the purpose of research, this thesis is included in the descriptive research. It is because in this thesis, the writer describes the data analyses based on the theory to find out the result of the research. Moreover, based on the place of research, this thesis is counted in the library research. This research focuses on the library research by examining the book data. To analyses the data, the writer focuses on meaning and understanding of the addresser's statements, that is, article's headlines to explore, describe and explain the result. Thus, this thesis is included in the qualitative research based on the data analysis. Furthermore, according to the contribution of research, this thesis is named as

theoretical research. The research is explained by the theory to get the result of the research.

3.2. Data, Population, and Sample

The data of this thesis is the headlines from the breaking Kpop or Korean Pop news and gossip site named *allkpop*. It is the news website of the Korean Pop which is written in English. The data is taken from the news which is published on February 20, 2013 to February 26, 2013. From those range of time, there are 356 headlines.

The population of this thesis is all the headlines that contain the presupposition triggers of questions. Thus, the data population is the headlines that are written in interrogative form. The interrogative headlines in those data are 22 headlines.

The writer uses purposive sampling technique in this thesis. The reason of the writer gets the sample purposively is to establish the types of questions, i.e. WH-question, yes/no question, and alternative question. Thus, there are 11 samples of headlines that will be discussed in this thesis.

3.3. Data Collection Method

To get the data, the writer uses observation technique. The observation technique that the writer uses is non-participant observation which is the researcher is not participate in the communication. The writer uses this technique

because the data of this thesis is one-way communication. The writer reads the data, that is, headlines in *allkpop*. In this technique, the writer does the note taking method to collect the data. Furthermore, the data is ready to analyze.

3.4. Data Analysis Method

To analyze the data, the writer uses qualitative method. The writer uses this method because this research focuses on meaning and understanding of the text produced by the speaker or the writer. The other reason of using this method in the analysis process of this thesis is because the writer does the exploring, describing and explaining the data. According to Sudaryanto (1993, 13-15) there is a method that focuses on outside the language, named identity method. There are five types of the tools that he mentioned. The method that the writer uses to analyze the data in this thesis is pragmatics with the tool is speech partner, that is, the writer.

CHAPTER 4

ANALYSIS

This chapter discusses presupposition analyses in interrogative headlines. The presupposition trigger that is used to analyze interrogative texts is questions that can indicate that there is a 'case'. By the presupposition analyses in those texts, there are different indications in the different type of interrogative. Presuppositions of WH-question texts indicate that there is a 'case' that is already known to be true. Presuppositions of yes/no question texts indicate that there is a 'case' that is not yet known to be true while, presuppositions of alternative question texts also indicate that there is a 'case' that is not yet known to be true, but the truth is available. Moreover, based on the presupposition analyses, there are some functions of headlines written in interrogative form. The functions are representing readers' position, raising readers' curiosity, and lead the readers to the answer. In this chapter, there are the discussion of the presupposition trigger of questions in interrogative headlines and the explanation of the functions of them.

4.1. Presupposition Trigger of Questions in Interrogative Headlines

Presupposition triggers are indicated by either lexical items or structural forms. Question is one of the kinds of presupposition trigger which is triggered by the structural form. The trigger of this presupposition trigger is characterized by auxiliary verbs, for instance 'is', 'did', 'will', or is characterized by question words, like 'when', 'where', 'who', etc. The part of question texts that consists of

presupposition is the clause after the auxiliary verb or after the question word. Interrogative is divided into three types, that is, WH-question, yes/no question, and alternative question. Each type of question has different presupposition. On the other hand, there is the similarity in all of them. The similarity is that there is a 'case' in interrogative texts. The difference is that the 'case' in WH-question is already known to be true, in yes/no question, the 'case' is not yet known to be true, whereas the 'case' in alternative question is also not yet known to be true but the truth is available.

4.1.1. WH-Questions

WH-question is one of the types of interrogative which is signed by question word like, 'when', 'who', and 'what'. It indicates that there is a 'case' that is already known to be true. This type of question needs an appropriate response based on the question word that is used. For examples, the presupposition of the question word 'where' is 'somewhere', the presupposition of the question word 'who' is 'someone', and so on. This part in the WH-question text shows that there is missing information in the 'case'. In another word, the missing information depends on the question word of the text. The question words that will be discussed in the following discussion of WH-question headlines are 'when', 'what', 'why', 'which', 'who' and 'how'.

4.1.1.1. Question Word ‘When’

The headline below published on February 23, 2013 at 10.29 am. It used question word ‘when’. This question word presupposes ‘sometime’. Consider the presupposition analysis of it.

(1) When does ‘1N2D’ cast member Cha Tae Hyun watch ‘Running Man?’

>> ‘1N2D’ cast member Cha Tae Hyun watches ‘Running Man’

The presupposition of this text is in the clause after the question word ‘when’. The clause is “‘1N2D’ cast member Cha Tae Hyun watches ‘Running Man’”. In another word, the addresser has assumption that this ‘case’ is a truth. The using of question word ‘when’ which is presupposed ‘sometime’ shows that there is missing information about timing of the ‘case’. Thus, the presupposition of this headline is that ‘1N2D’ cast member Cha Tae Hyun watches ‘Running Man’ sometime. Based on the presupposition analysis, the addresser has an assumption that “‘1N2D’ cast member Cha Tae Hyun watches ‘Running Man’” is the ‘case’ already known to be true. However, the addresser does not know the truth of the timing of the ‘case’.

Based on the analysis of this headline, there is a fact of using question word in headline texts. The question word shows that the addresser needs information toward the ‘case’ that he/she already knew to be true. The question word ‘when’ as stated in this headline presupposes ‘sometime’. In other words, the addresser needs the information of the time of this ‘case’. In fact, there is a ‘case’ that

happens in specific time. Thus, this missing information of time shows that there is a ‘case’ already known to be true by the addresser.

4.1.1.2. Question Word ‘What’

The headline below is published on February 21, 2013 at 6.38 am. The question word of this headline is ‘what’ which presupposes ‘something’. Consider the following presupposition analysis of this headline.

(2) What do you think of Seo In Young’s new bangs?

>> You think of Seo In Young’s new bangs

This headline presupposes that you think of Seo In Young’s new bangs as it is the clause after the question word ‘what’. The using of question word ‘what’ presupposes that there is something in this ‘case’. As a consequence, the pre-assumption of the addresser is that you think of something of Seo In Young’s new bangs. However, the writer does not know what it is. This missing information indicates that there is an existence ‘case’ already known to be true by the addresser. The ‘case’ is that you think of Seo In Young’s new bangs.

The question word ‘what’ also indicates that there is missing information in the truth ‘case’. Headline (2) which used this question word presupposes something. It means that the addresser needs the information of thing in the ‘case’ that he/she already knew to be true. Because of this missing information, it is proven that there is a truth ‘case’. Therefore, by the question word ‘what’, WH-

question text indicates that there is a ‘case’ already known to be true by the addresser.

4.1.1.3. Question Word ‘Why’

The following headline is a WH-question headline which is published on February 21, 2013 at 7.56 am. This headline used question word ‘why’ that presupposes ‘there is a reason’. Consider the presupposition analysis of it.

(3) Why is IU crying on the set of ‘You’re the Best Lee Soon Shin’?

>> IU is crying on the set of ‘You’re the Best Lee Soon Shin’

The presupposition of this headline is in the clause after the question word ‘why’. The clause is that IU is crying on the set of ‘You’re the Best Lee Soon Shin’. In actual study, this clause is the presupposition of this headline. In other words, this presupposition is the ‘case’ of this headline that is already known to be true by the writer who produced the headline. It is proven by the using of question word ‘why’ that is interpreted that there is a reason of this ‘case’. Thus, this question word indicates that the writer believes that there is a reason of why this ‘case’ happened. By this analysis, it can be seen that the writer of this headline already knew that there is a ‘case’. The point here is that there is a ‘case’ already known to be true but the reason of it is still unknown.

The missing information of this interrogative headline is shown by the question word ‘why’ which means there is a reason. If the addressee just gives the reason as a response toward the question, it concludes that they believe that there

is a ‘case’ already known to be true. This headline still presupposes the same even though the addressee gives any responses of reasons or does not give any responses. In conclusion, ‘IU is crying on the set of ‘You’re the Best Lee Soon Shin’’ is the ‘case’ that is already known to be true by the writer of this headline.

4.1.1.4. Question Word ‘Which’

The headline here is published on February 20, 2013 at 5.56. The question word that is used in this headline is ‘which’. It presupposes that there is definite person or thing from the known group. Consider the analysis below.

(4) Which TEEN TOP member is a world star?

>> Someone from TEEN TOP member is a world star

The clause after the question word ‘which’ in this headline is that TEEN TOP member is a world star. Thus, this clause is the presupposition of this headline. The question word of this headline is ‘which’ that shows that there should be a member or some members from this group that involve in this ‘case’. It means that while this headline is written, the writer has an assumption that there is a Teen Top member who is a world star. The missing information of definite person here indicates that the addresser actually already knew the ‘case’.

As the analysis above, the question word ‘which’ in this headline indicates that there is someone. Someone here is the member of group named Teen Top. This is the missing information of the ‘case’ of this headline. Even though there is missing information, the fact is that there is a ‘case’ already known to be true.

Therefore, question word ‘which’ also indicates that there is a ‘case’ that is already known to be true by the addresser.

4.1.1.5. Question Word ‘Who’

The headline below used question word ‘who’ that presupposes ‘someone’. This headline published on February 20, 2013 at 10.05 am. Consider the presupposition analysis of this headline.

(5) Who beat PSY’s “Gangnam Style” in terms of Youtube popularity?

>> Someone beats PSY’s “Gangnam Style” in terms of Youtube popularity

The presupposition of this headline is that someone beats PSY’s “Gangnam Style” in terms of Youtube popularity. This is the assumption of the addresser that is believed as the truth ‘case’. The addresser believes that there is someone in this ‘case’ that he/she still does not know who the person is. It is stated in the using of question word ‘who’ that presupposes ‘someone’. The assumption of the addresser here is that PSY’s “Gangnam Style” got Youtube popularity.

According to the analysis of this headline, the question word ‘who’ also indicates that there is a ‘case’ already known to be true by the addresser. This question word presupposes that there is someone who is included in the ‘case’ of this headline. This missing information indicates that the addresser knew the truth it. Hence, the question word ‘who’ also indicates that there is a ‘case’ that is already known to be true by the addresser. Unconsciously, the addresser tells the addressee that the addresser already knew a ‘case’.

4.1.1.6. Question Word ‘How’

The following headline used question word ‘how’ that presupposes ‘some way’. This headline published at 12.40 am on February 20, 2013. Consider the presupposition analysis of it.

(6) How did Dara feel about Sun’s marriage?

>> Dara felt about Sun’s marriage

This headline presupposes that Dara felt about Sun’s marriage. The ‘case’ of this headline is the clause after the question word ‘how’, that is, the presupposition of this headline. The using of question word ‘how’ presupposes some way or manner. In another word, the addresser does not know this information in the ‘case’ that he/she already knew. The truth is that, by stating the question word ‘how’ in the text, the addresser does not know the manner of the truth of the ‘case’ that is already known to be true.

There is an actual condition of using question word in headline texts. The using of it indicates that the addresser misses the complete information toward the ‘case’ that he/she already knew to be true. As stated in this headline, the question word ‘how’ presupposes ‘some way’ or ‘manner’. In other words, the addresser needs the information of the way of this ‘case’. Thus, the missing information of the way in this headline indicates that there is a ‘case’ that is already known to be true by the addresser.

Based on the analyses of those WH-question headlines, each type of question word has different presupposition. In headline (1), the using of the question word ‘when’ presupposes ‘sometime’. The question word ‘what’ as stated in headline (2) presupposes ‘something’. Furthermore, in headline (3), the question word ‘why’ presupposes that there is a reason. Moreover, the question word ‘which’ in headline (4) shows that there is the definite person from the known group, while, the question word in (5), that is, ‘who’ refers to ‘someone’. Last, the question word of ‘how’ in headline (6) presupposes ‘some way’.

There are different presuppositions in the different question word. The question word in the text indicates that there is any missing information that the addresser does not know. If there is any missing information in a text, so there should be any already known ‘case’. Although there are the differences between those question words, it has the same indication. In conclusion, the presuppositions of WH-question texts indicate that there is a ‘case’ already known to be true by the addresser.

As the analyses above, headlines written in WH-question form have some roles in journalistic field. One of the roles is to show that there is actually a fact or a ‘case’ that can be the news. The other role is consciously to hide some information of the ‘case’. Thus, it can make the news more interesting to read. It is unlike declarative headlines which are just point out what the ‘case’ is. WH-question headlines do not directly give information of the ‘case’ already known to be true to the readers.

4.1.2. Yes/ no Questions

This type of question is signed by auxiliary verbs for instance, ‘will’, ‘was’, ‘should’, and ‘do’. Yes/no question gives two choices of answer, that is, either yes or no. However, the choices of answer of yes/no question are not mentioned in the text itself. Nevertheless, the answer should be between yes and no. As there are two types of answers, therefore there are also two possibilities of pre assumption made by the addresser. Because of it, yes/no question text indicates that there is a ‘case’ that is not yet known to be true. The following discussion is the analyses of yes/no question headlines with auxiliary verbs ‘did’, ‘is’, and ‘will’.

4.1.2.1. Auxiliary Verb ‘did’

The following yes/no question headline used auxiliary verb ‘did’ that indicates past event. The headline published on February 26, 2013 at 11.04 am. Consider the presupposition analysis below.

(7) Did Park Si Hoo offer money to ‘A’ after the sexual assault charge?

>> Either Park Si Hoo offered money to ‘A’ after the sexual assault charge or
he did not

This headline presupposes that either Park Si Hoo offered money to ‘A’ after the sexual assault charge or he did not. This presupposition shows that there are two possibilities of a ‘case’. The auxiliary verb ‘did’ in this headline gives information that the ‘case’ happened in the past time. It can be either Park Si Hoo offered

money to ‘A’ after the sexual assault charge or Park Si Hoo did not offer money to ‘A’ after the sexual assault charge. The truth of this ‘case’ is still unknown by the addresser. Therefore, those possibilities show that there is actually a ‘case’ but it is not yet known to be true.

4.1.2.2. Auxiliary Verb ‘is’

This headline used auxiliary verb ‘is’ that indicates the present event. It published on February 25, 2013 at 12:12 pm. The following discussion is the analysis of this headline.

(8) Is G. Na possibly teasing her comeback style with her recent selca?

>> Either G.Na is possibly teasing her comeback style with her recent selca or she is not

Headline (8) presupposes that either G. Na is possibly teasing her comeback style with her recent selca or she is not. This presupposition also has two possibilities between yes and no. The auxiliary verb ‘is’ as stated in this headline shows that the ‘case’ is happening in the present time. The first possibility is that G. Na is possibly teasing her comeback style with her recent selca. The second one is that G. Na is not possibly teasing her comeback style with her recent selca. Because of there are two possibilities of the truth ‘case’, that is why yes/no question texts indicate that there is actually a ‘case’ but the truth is not yet known.

4.1.2.3. Auxiliary Verb ‘will’

The headline below used auxiliary verb ‘will’ that indicates the future event. This headline published at 3.57 am on February 22, 2013. Consider the presupposition analysis of yes/no question headline in the following discussion.

(9) Will ZE: A5 be promoting in Korea next month?

>> Either ZE: A5 will be promoting in Korea next month or ZE: A5 will not

Headline (9) presupposes that either ZE: A5 will be promoting in Korea next month or ZE: A5 will not. By this presupposition, it can be seen that there are two possibilities of the truth of this ‘case’. The ‘case’ should happen in the future time because the auxiliary verb of this headline is ‘will’. Thus, the possibilities are ZE: A5 will be promoting in Korea next month and ZE: A5 will not be promoting in Korea next month. These two possibilities between positive and negative ‘case’ in the yes/no question text indicate that there is a ‘case’ that is not yet known to be true.

According to the presupposition analyses of yes/no question headlines, it clearly shows that there are two possibilities of the truth ‘case’. Therefore, the truth of this ‘case’ is unknown yet. Even the answer is either yes or no, the point is that actually there is a ‘case’. Consequently, the presupposition of yes/ no question texts refers that there is a ‘case’ that is not yet known to be true by the addresser, although the ‘case’ happens in the past, present or future time. However, the addresser still does not know the truth of the existence of a ‘case’.

Even though the addresser does not know the truth of this ‘case’, he/she knows that there is actually a ‘case’. Thus, the addressee will believe in what the addresser is assumed.

Like in WH-question headlines, yes/no question headlines also have some roles. Even though the truth of the ‘case’ is not informed in the headline, but it has the ‘case’. Hence, yes/no question type also has a role to show that there is actually a ‘case’. This type of headline also has a role to hide the truth of it. The purpose is to push the readers to find out the truth of it by read the news. The impact is that it can make the writer of the news feels success creating a headline. Furthermore, it can increase the number of readers of this news.

Based on the analyses, there are the difference and the similarity between presuppositions of yes/no question texts and WH-question texts. The difference and similarity can be found based on the presupposition analyses before. The difference is that, in WH-question, the ‘case’ is already known to be true by the addresser. The missing information in the WH-question text indicates that the ‘case’ is already known to be true. It is different with the ‘case’ in the yes/no question text, the presupposition indicates that the ‘case’ is not yet known to be true. However, the main similarity between those two types is that there is actually a ‘case’.

4.1.3. Alternative Questions

Alternative question is the other type of question that is also signed by auxiliary verbs. Unlike yes/no question, this kind of presupposition gives choices

of answer in the text itself. The choices of possibility are characterized by the conjunction ‘or’. This conjunction shows that there are two or more choices of answer in this type of question. In consequence, the possibility of pre-assumption toward the text is one between two or more choices. Because of that, alternative question can indicate that there is a ‘case’ that is not yet known to be true, but the truth is available.

The discussion of alternative question type below uses headlines with auxiliary verb ‘is’ and ‘will’. These headlines are also characterized by ‘or’ conjunction that indicates the available of answers in the text. The data are headlines which are published on February 25, 2013 at 7.21 pm and on February 24, 2013 at 8.50 pm. The data are shown below:

- (10) Will Lee Hi be releasing a single, a mini, or an album?
- (11) Boa’s unique earrings, a fashion do or a fashion don’t?

Consider headline (10) first that uses auxiliary verb ‘will’. There are three choices of answers in this headline, thus the presupposition of this text also indicates that there are three possibilities of a truth ‘case’.

- (10) Will Lee Hi be releasing a single, a mini, or an album?

>> Lee Hi will be releasing a single, Lee Hi will be releasing a mini or she will be releasing an album

This headline has three possibilities that indicate one of them should be the truth ‘case’. Headline (10) presupposes that Lee Hi will be releasing a single, Lee Hi will be releasing a mini or she will be releasing an album. It shows that there

should be a ‘case’, but it is not yet known to be true by the addresser. However, the truth is available on the choices made by the addresser. It can be a single, a mini, or an album that Lee Hi will be releasing.

If yes/no question texts give choices of answer between yes and no, the alternative question texts give some alternative of answers or not only limited on yes and no response. Both of them indicate that there is a ‘case’ that is not yet known to be true. The difference is that, in alternative question, the addresser knows the ‘case’ but does not know of what is the truth of the ‘case’. Hence, presupposition in alternative question indicates that there is a ‘case’ that is not yet known to be true, but the truth is available.

The following analysis is the other presupposition analysis of alternative question headline. This analysis has a purpose to prove the truth of the presupposition of alternative question texts.

(11) Boa’s unique earrings, a fashion do or a fashion don’t?

>> Boa’s unique earrings are a fashion do or Boa’s unique earrings are a fashion don’t

This alternative question headline uses auxiliary verb “be”, but it is not written in the text. It needs an answer whether ‘a fashion do’ or ‘a fashion don’t’. Those two choices indicate that this question text is the alternative question form. The presupposition of this text is that Boa’s unique earrings are a fashion do or Boa’s unique earrings are a fashion don’t. One of the two choices above is the truth ‘case’ of this headline. It gives information that there is a ‘case’ although the truth

is not yet known to be true. The fact is that the truth of it is available. Consequently, the 'case' of this headline is either 'a fashion do' or 'a fashion don't'.

In accordance with the analyses of the two alternative headlines above, the presupposition has two or more possibilities of assumptions. There are some choices of response in the text itself. One of these choices can be the 'case' of the headline. The truth is not confirmed yet in the headline. However, the reader believes in the writer's presupposition that there is a 'case'. Even though the truth of the 'case' is not yet known, but the truth is available.

Based on those analyses, presupposition of alternative question texts consists of some choices of possibilities. One of them is the truth 'case' that is not yet known to be true by the addresser. Unlike the yes/no question text which the 'case' of it can be true or not, the alternative question text has a certain 'case' that is true but still unknown yet. It is the difference between two of them. Furthermore, the similarity between those types is that there is a 'case' that is not yet known to be true, but the 'case' exists.

The roles of alternative headlines are also the same with yes/no question headlines. The role is to inform the readers that there is a 'case'. However it is not informed directly. There is actually a 'case', but what the 'case' about is not be informed in the headline. It has the purpose to attract readers to find out the truth by read the news article. It happens because the truth is not stated in the headlines. Hence, this can increase the number of the readers of the news.

After we have discussed the presupposition in the three types of question headlines, there are the similarity and the difference between three of them. In interrogative headlines, the similarity is that there is actually a 'case'. The difference is that in WH-question type, the 'case' is already known to be true. Moreover, in yes/no question type, the 'case' is not yet known to be true, while in alternative question type, the 'case' is also not yet known to be true but the truth of it is available in the text itself. The main point here is that a headline should give information to the readers that there is a 'case'. In brief, there is actually a 'case' that will be informed in the news article, although it is already known or it is not yet known to be true.

4.2. The Functions of Interrogative Headlines

Question texts indicate that the addresser needs some information. However, question form in headlines has different role. In interrogative headlines, the writer actually does not ask the information to the reader but he/she actually has the information. There are some functions of why the writer prefer writes it in interrogative than in declarative. Based on the presupposition analyses of interrogative headlines, there are some functions that will be explained in the following discussion. The functions are representing the readers' position, raising the readers' curiosity, and lead the readers to the answer. From those functions, the main point is that interrogative has a purpose to increase the interest of readers to read the news. Thus, it can increase the popularity and the economy value of the news media.

4.2.1. Representing the Readers' Position

One of the functions of headlines written in interrogative form is representing the readers' position. In the news article context, the position of the writer is to give information, while the position of the reader is to get the information. In another word, the reader is the party who has the question toward the 'case'. As a result, interrogative headlines have the function to represent the readers' position, i.e. the position of the readers who want to know the missing information of the already known 'case', the position of the readers who want to know the truth of the 'case', and the position of the readers who want to know the truth 'case' based on the choices offered. If the readers can find out the right position, then they have an interest to know the truth 'case' based on the interrogative headline that represents their position.

4.2.1.1. The Position of the Readers Who Want to Know the Missing Information of the Already Known 'Case'

If the presupposition of interrogative headlines becomes the headline of an article, it cannot be the reader's position but the writer's position because the point of the news has been explained in the headline. Therefore, one of the functions of WH-question headlines is representing the position of the readers who want to know the missing information of the already known 'case'. There is different function in the different question word that is used. The missing information of the using of question word 'when' is 'time', the question word

‘what’ is ‘thing’, moreover the question word ‘why’ is ‘reason’, while the missing information of the using of question word ‘which’ is definite person from the known quantity or group, and the question word ‘who’ is ‘person’, last the missing information of question word ‘how’ is ‘manner’. Consider the discussion of them below.

4.2.1.1.1. The Missing Information of Time

(1) When does ‘1N2D’ cast member Cha Tae Hyun watch ‘Running Man?’

>> ‘1N2D’ cast member Cha Tae Hyun watches ‘Running Man’ sometime

The question word ‘when’ in this headline presupposes ‘sometime’. Therefore, the missing information in it is the information of time. As we know, the news article should have the information to deliver it to the reader, so the writer of this headline actually knew when the time is. However, the writer prefers to write it in interrogative than in declarative to hide some information. In this headline, the writer consciously hides the information of time. That is why, the function of WH-question headline using question word ‘when’ is representing the readers’ position who want to know the information of time.

4.2.1.1.2. The Missing Information of Thing

(2) What do you think of Seo In Young’s new bangs?

>> You think of something of Seo In Young’s new bangs

The using of question word ‘what’ presupposes that the writer has assumption that there is something. In this headline, it means that you think of something. However, the reader does not know it. Hence, by using this question word, it can represent the position of the readers who need information of thing in the ‘case’ that is already known to be true by the writer.

4.2.1.1.3. The Missing Information of Reason

(3) Why is IU crying on the set of ‘You’re the Best Lee Soon Shin’?

>> There is a reason why IU is crying on the set of ‘You’re the Best Lee Soon Shin’

The using of question word ‘why’ presupposes that there is a reason of this ‘case’. This is the missing information of this headline. Thus, this question headline can have a function as the headline which represents the position of the readers who asks about reason.

4.2.1.1.4. The Missing Information of Definite Person/ Thing

(4) Which TEEN TOP member is a world star?

>> Someone from TEEN TOP member is a world star

The ‘which’ question word indicates that there is person or thing from the definite group. In this headline, this question indicates that there is someone from a definite group named Teen Top. Someone here has a role as the missing

information that the readers want to know. Therefore, this question headline can represent the readers' position. The position is that the person who wants to know the information of the definite person in the known group.

4.2.1.1.5. The Missing Information of Person

(5) Who beat PSY's "Gangnam Style" in terms of Youtube popularity?

>> Someone beats PSY's "Gangnam Style" in terms of Youtube popularity

By this presupposition, it indicates that there is missing information. The question word 'who' shows the missing information part, that is, 'someone'. There is a function of writing this headline in WH-question form with this question word. It can represent the position of the readers who want to know who the person is.

4.2.1.1.6. The Missing Information of Manner

(6) How did Dara feel about Sun's marriage?

>> Dara felt some way about Sun's marriage

Based on the using of question word 'how', the missing information is the manner. The manner in this headline is the manner of how did she felt about Sun's marriage. As a consequence, this question word can represent the readers who want to know the information of manner.

4.2.1.2. The Position of the Readers Who Want to Know the Truth of the ‘Case’

Yes/no question headlines have the function to represent the readers’ position, that is, the readers who want to know the truth of the ‘case’. Consider the presupposition analyses of yes/no question headlines below.

(7) Did Park Si Hoo offer money to ‘A’ after the sexual assault charge?

>> Either Park Si Hoo offered money to ‘A’ after the sexual assault charge or he did not

(8) Is G. Na possibly teasing her comeback style with her recent selca?

>> Either G.Na is possibly teasing her comeback style with her recent selca or she is not

(9) Will ZE: A5 be promoting in Korea next month?

>> Either ZE: A5 will be promoting in Korea next month or ZE: A5 will not

Based on those analyses, the presupposition is whether yes or no. It indicates that there is actually a ‘case’ but the truth of it is not yet known. If those presuppositions become headlines, the reader will be confused. Those headlines are not great headlines and can decrease the readers’ interest to read. The headline should lead the reader to the stream of the news. Thus, there is a function of writing headlines in yes/no question form. The function is representing the position of the readers who want to know the truth of the ‘case’. In addition, it is not the writer’s position but the readers’ position.

4.2.1.3. The Position of the Readers Who Want to Know the Truth ‘Case’ Based on the Choices Offered

Alternative question headlines also have the function to represent the readers’ position. The position is the spot where the readers want to know the truth of the ‘case’ based on the choices offered. Consider the analyses of alternative question headlines below.

(10) Will Lee Hi be releasing a single, a mini, or an album?

>> Lee Hi will be releasing a single, Lee Hi will be releasing a mini album, or she will be releasing an album

(11) Boa’s unique earrings, a fashion do or a fashion don’t?

>> Boa’s unique earrings are a fashion do or Boa’s unique earrings are a fashion don’t

Based on those analyses, the presupposition of them shows that there is a ‘case’ but the truth is not yet known to be true. However, there are the choices of the truth of it. There is the function of why it is written in interrogative especially in alternative form. The function is to represent the readers’ position, that is, the party who want to know the truth of the ‘case’ based on the choices offered.

One of the reasons why the readers want to read the news is that they want to know about some fact of the news. They will attract to find out the answer in the article’s body if a headline can represent what the readers want to find out. As explained in the discussion above, one of the functions of interrogative headlines

is representing the readers' position. If the readers feel in the right position, they will follow to the next step. In this 'case', after readers feel in the right position, they will read the article. In conclusion, interrogative headlines can increase the number of readers.

4.2.2. Raising the Readers' Curiosity

The reason of why the headlines written in question form can make the reader curious is shown in the presupposition analyses. The presupposition in WH-question headlines shows that there is a 'case' already known by the addresser to be true, but the using of question word in the headline presupposes that there is something missing. Moreover, the presupposition in yes/no question headlines and alternative question headlines shows that there is a 'case' that is not yet known to be true. It can be concluded that the writer of the news article has a 'case' to inform to the reader but he/she tries to hide the complete information by making the interrogative headlines. Therefore, as the readers, this information is something that they want to know that can improve the curiosity. The writer has a purpose writing headlines in interrogative form than in declarative form. In headline texts, these forms have a meaning that actually the writer wants to hide the 'case' that he/she already knew.

The different type of question also has different presupposition. In WH-question, the 'case' is already known but there is something missing information toward the 'case'. The 'case' in yes/no question type is not yet not known to be true, whereas, in alternative question, the 'case' is also not yet known to be true

but the truth is available in the text itself. Hence, the readers want to know the missing information and the truth of the ‘case’. To get them, the readers should read the article of the headline written in interrogative. Thus, headlines written in interrogative form can raise the curiosity of the readers. Based on the analysis, these headlines can raise the curiosity of the missing information, the curiosity of the truth of the ‘case’, and the curiosity of the truth of the ‘case’ based on the choices offered.

4.2.2.2. The Curiosity of the Missing Information

According to the presupposition analyses of WH-question headlines above, the other function is raising the readers’ curiosity. The function of WH-question headline is raising the readers’ curiosity of the missing information in the ‘case’ already known to be true by the writer. There are the different functions in the different question word. The following discussion shows the function of each type of question word, i.e. the curiosity of time, the curiosity of thing, the curiosity of reason, the curiosity of definite person/ thing, the curiosity of person, and the curiosity of manner.

4.2.2.1.1. The Curiosity of Time

(1) When does ‘1N2D’ cast member Cha Tae Hyun watch ‘Running Man?’

>> ‘1N2D’ cast member Cha Tae Hyun watches ‘Running Man’ sometime

According to the presupposition analysis of headline (1), the missing information of the ‘case’ already known to be true is the information of time. Thus, the question word ‘when’ in the headline has the function to raise the reader’s curiosity of time. It is because question word ‘when’ is used to ask the information of time.

4.2.2.1.2. The Curiosity of Thing

(2) What do you think of Seo In Young’s new bangs?

>> You think of something of Seo In Young’s new bangs

The question word of ‘what’ is asked to get the information of thing. Based on the presupposition analysis of the headline (2), the missing information in the ‘case’ you think of Seo In Young’s new bangs is something that you think. Hence, it can raise the curiosity of the readers of thing.

4.2.2.1.3. The Curiosity of Reason

(3) Why is IU crying on the set of ‘You’re the Best Lee Soon Shin’?

>> There is a reason why IU is crying on the set of ‘You’re the Best Lee Soon Shin’

The question word ‘why’ is used to ask the reason. Thus, in the presupposition analysis of headline (3) indicates that there is a reason of the ‘case’ that is already known to be true. Therefore, this question word has the function to raise the

reader's curiosity of reason. More precisely, it is the reason of why this 'case' which is assumed to be true is happened.

4.2.2.1.4. The Curiosity of Definite Person/Thing

(4) Which TEEN TOP member is a world star?

>> Someone from TEEN TOP member is a world star

'Which' is the question word that is used to ask about the definite person or thing from the known group. Consequently, the presupposition of headline (4) which is used this question word shows that there is definite person from the known group named Teen Top. Thus, it indicates that there is someone from this group. As a result, it can raise the readers' curiosity of the information of definite person from the known group.

4.2.2.1.5. The Curiosity of Person

(5) Who beat PSY's "Gangnam Style" in terms of

>> Someone beats PSY's "Gangnam Style" in terms of Youtube popularity

The question word in the headline (5) is 'who' that asks for person. Based on the analysis of this headline, there is someone. This missing information can increase the curiosity of the readers. Thus, it has the function to raise the readers' curiosity of person.

4.2.2.1.6. The Curiosity of Manner

(6) How did Dara feel about Sun's marriage?

>> Dara felt some way about Sun's marriage

The question word 'how' is asked to get the information of manner. In the headline (6) it shows that the missing information is the manner or the way of what Dara felt. Thus, it has the function to raise the readers' curiosity of manner.

4.2.2.2. The Curiosity of the Truth of The 'Case'

Based on the presupposition analyses of yes/no question texts in this thesis, this type of question shows that there is a 'case' that is not yet known to be true. The 'case' can be either true or can be either false. Headline is written to open the news article. If the headline is written in this form, thus, there should be the answer in the news article of the headline. In another word, the writer of this headline in fact had the information of it, but he/she want to hide it from the readers. As a result, there is a function of writing headline in this type. The function is to raise the readers' curiosity of the truth of the 'case'.

4.2.2.3. The Curiosity of the Truth of the 'Case' Based on the Choices Offered

According to the presupposition analyses of alternative question headlines in this thesis, they indicate that there is a 'case' that is not yet known to be true but the truth is available. There are some choices of the truth of the 'case' that are

offered in the text. Thus, the truth is not yet known. There is the function of writing headlines in this form. It is impossible to the news that does not have the truth information spread out in the public. Therefore, the function is to raise the readers' curiosity of the truth of the 'case' based on the choices.

4.2.3. Lead the Readers to the Answer

Interrogative text is a text that asks some information. It means that there must be some 'case's or events that make the writer producing interrogative text. In fact, to produce news, the writer should have the information. As stated before, the writer writes headlines in interrogative to represent the readers' position. It also can compose a curiosity to the readers toward the 'case'. In other words, the interrogative form is not the writer's position but the reader's position. As the readers, they need the truth of the 'case'. Thus, interrogative headlines also have the function to lead them to the answer of the headline which is written in this form. The following discussion shows the function of each type of Interrogative headlines, i.e. the answer of the missing information, the answer of the truth 'case', and the answer of the truth 'case' based on the choices offered.

4.2.3.1. The Answer of the Missing Information

The function of WH-question headlines is leading the readers to the answer of the missing information. There are the different answers based on the question word that is used. The following discussion shows the function of each type of

question word, i.e. lead the readers to the answer of time, thing, reason, definite person/ thing, the person, and the answer of manner.

4.2.3.1.1. The Answer of Time

According to the presupposition analysis of headline (1) that used question word of ‘when’, it can raise the curiosity of time to the readers. Thus, this form in the headlines can lead the readers to the answer of their curiosity. The answer of their curiosity is the answer of time. It is written in the news article below the headline.

4.2.3.1.2. The Answer of Thing

Based on the presupposition analysis of headline (2) that used question word ‘what’ the curiosity that appears in the readers is the curiosity of thing. Thus, this curiosity can lead the readers to the answer. In this question word, it can lead the readers to the answer of the readers’ curiosity. The answer is the missing information of thing.

4.2.3.1.3. The Answer of Reason

In the analysis of presupposition in the headline (3), the question word ‘why’ can make the readers curious of the reason of the ‘case’. Because of the curiosity, the readers will find out the answer of it. Thus, WH-question can lead to the

answer of their curiosity. They will read the article to find out the answer. The answer that they want to find out is the answer of the reason.

4.2.3.1.4. The Answer of Definite Person/Thing

According to the presupposition analysis of headline (4) that uses question word 'which', it can raise the curiosity of definite person or thing from the known group. This form in the headlines can lead the readers to the answer of their curiosity. The answer is the definite person which is in the news article below the headline. Thus, it can push the readers to read the article to find out the answer of their curiosity.

4.2.3.1.5. The Answer of Person

Based on the presupposition analysis of headline (5), the curiosity that appears in the readers based on the using of question word of 'who' is the curiosity of person. Hence, in headlines, the WH-question type can lead the reader to the answer. The answer of this headline is the missing information of person. This function can lead the readers to read the article to fulfill their curiosity of person in the 'case' already known to be true.

4.2.3.1.6. The Answer of Manner

In the analysis of presupposition in the headline (6), the question word 'how' can raise the readers' curiosity of the manner or the way of the 'case'. Thus, after

they feel curious of something in the 'case', they will find out the answer. The answer of the manner or the way is in the article's body. In addition, the readers will be attracted to read the news article of this headline. Hence, it can lead the readers to the answer of the manner.

4.2.3.2. The Answer of the Truth 'Case'

There is a function of headlines written in yes/no question form. As explained before, this type of headline has the function to raise the readers' curiosity of the truth of the 'case'. The other function of these headlines is to lead the readers to the answer of their curiosity. The curiosity of yes/no question headline is between the true and false 'case'. The interrogative form that makes the readers curious can lead them to find out the truth of the 'case'. The truth is in the news article. Thus, this type of question in the headlines can lead the readers to the answer of the truth of the 'case'.

4.2.3.2. The Answer of the Truth 'Case' Based on the Choices Offered

Based on the presupposition analyses of alternative question headlines in this thesis, alternative question form indicates that there is a 'case' that is not yet known to be true but there are choices of the truth of it. This can make the readers curious to the truth of the 'case'. Consequently, as the headline, the interrogative form can lead the readers to the answer in the news article. It is because the concept of communication is question and answer. As a consequence, the

alternative question headlines can lead the readers to the answer of the truth of the 'case'. The truth is in the choices shown in the text itself.

Based on the analyses above, the interrogative headlines can represent the readers' position. The position is the spot that the readers want to know the missing information or the truth 'case'. This position is the readers' position that can raise the curiosity of them. The curiosity is the curiosity of the missing information or the truth of the 'case' that is already known. To fulfill their curiosity, the readers will find out the answer of it. Thus, it can lead them to the answer of their curiosity. In fact, interrogative headlines can improve the number of readers of the news.

According to the presupposition analyses of interrogative headlines, all the kinds of question headlines have functions. Although the type of question is different, it has the same function. The first function is that it can represent the readers' position. The next function is that it can raise the curiosity of the readers. The other is that it can lead the readers to the answer. All of the functions above have one purpose. The purpose is to gain many readers to improve the popularity and the economy value of the news media.

CHAPTER 5

CONCLUSION

Based on the discussion in the previous chapter, the presuppositions of interrogative texts indicate that there is a 'case'. However, the different kinds of interrogative influence the presupposition too. In the WH-question text type, the presupposition of it indicates that the 'case' is already known to be true. In comparison, the 'case' in the yes/no question text and the alternative question text indicate that it is not yet known to be true. Nonetheless, there are choices offered in the alternative question text to get the truth of the 'case'. By these presupposition analyses, the writer can find out the function of using interrogative headlines in the news article.

According to those presupposition analyses, interrogative headlines have the distinctive functions. The different presupposition in each type of interrogative shows the same functions. Nevertheless, there are the specific functions that are different in each type of interrogative headlines. The specific functions in WH-question headlines are representing the position of the readers who want to know the missing information in the already known 'case', raising the curiosity of the readers who want to know it, and lead them to the answer of that missing information. Furthermore, the functions in yes/no question headlines are representing the position of the readers who want to know the truth of the 'case', raising the curiosity of the readers who want to know it, and lead them to the answer of that unknown truth 'case'. Moreover, the functions in alternative

question headlines are representing the position of the readers who want to know the truth of the 'case' based on the choices offered, raising the curiosity of the readers who want to know it, and lead them to the answer of that unknown truth 'case'. Thus, in short, interrogative headlines have some functions, i.e. representing the readers' position, raising the readers' curiosity, and lead the readers to the answer.

In fact, interrogative headlines can increase the number of the readers, because they can attract the readers more than declarative headlines which do not have those functions. Interrogative headlines have more functions to get the readers' interest to read the news. However, it is not appropriate to write all headlines in interrogative form. These headlines should be published with declarative headlines too. Thus, the headlines can be varied and do not make the readers bored. In brief, interrogative headlines can attract readers' interest to read the news article of those headlines. Therefore, it can increase the number of the readers, the popularity of the news media and the economy value of it.

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APPENDIX

Table 1

Population of WH-question Headlines

No.	Date of Published	Question Word	Headline
1.	20 February 2013	Which	Which TEEN TOP member is a world star? >> TEEN TOP member is a world star
2.	26 February 2013	Which	Which male idol has a crush on Go Eun Ah? >> Male idol has a crush on Go Eun Ah
3.	20 February 2013	Who	Who beat Psy's "Gangnam Style" in terms of Youtube popularity? >> Someone beats Psy's "Gangnam Style" in terms of Youtube popularity
4.	21 February 2013	Who	Who are MUSTANG82, FULLLIPS12, GANGJOE11, SCATTY77, WANNABESUN99, and OOMPH27? >> Someone is MUSTANG82, FULLLIPS12, GANGJOE11, SCATTY77, WANNABESUN99, and OOMPH27

No.	Date of Published	Question Word	Headline
5.	22 February 2013	Who	Who does INFINITE's Sunggyu want to partner up with on 'We Got Married'? >> INFINITE's Sunggyu wants to partner up with someone on 'We Got Married'
6.	22 February 2013	Who	Who does Shindong want as his on-screen wife? >> Shindong wants someone as his on-screen wife
7.	26 February 2013	Who	Who is TEEN TOP's "Miss Right"? >> Someone is TEEN TOP's "Miss Right"
8.	26 February 2013	Who	Who is Kim Jong Kook's favorite travel partner? >> Someone is Kim Jong Kook's favorite travel partner
9.	20 February 2013	How	How did Dara feel about Sun's marriage? >> Dara felt about Sun's marriage
10.	21 February 2013	What	What do you think of Seo In Young's new bangs? >> You think of Seo In Young's new bangs

No.	Date of Published	Question Word	Headline
11.	21 February 2013	What	<p>What's the difference between Sooyoung's edited and unedited photos?</p> <p>>> Something is the difference between Sooyoung's edited and unedited photos</p>
12.	24 February 2013	What	<p>What is SHINee's Key doing with comedian Kim Ji Min?</p> <p>>> SHINee's Key doing something with comedian Kim Ji Min</p>
13.	26 February 2013	What	<p>What do you think of this hairstyle on Rainbow's Jaekyung?</p> <p>>> You think something of this hairstyle on Rainbow's Jaekyung</p>
14.	21 February 2013	Why	<p>Why is IU crying on the set of 'You're the Best Lee Soon Shin'?</p> <p>>> IU is crying on the set of 'You're the Best Lee Soon Shin'</p>
15.	23 February 2013	When	<p>When does '1N2D' cast member Cha Tae Hyun watch 'Running Man'?</p> <p>>> '1N2D' cast member Cha Tae Hyun watches 'Running Man'?</p>

Table 2

Population of Yes/no Question Headlines

No.	Date of Published	Auxiliary Verb	Headline
1.	22 February 2013	Will	Will ZE: A5 be promoting in Korea next month? >> Either ZE: A5 will be promoting in Korea next month or ZE: A5 will not
2.	22 February 2013	Was	Was INFINITE L's graduation photo edited? >> Either INFINITE L's graduation photo was edited or it was not
3.	25 February 2013	Is	Is G.NA possibly teasing her comeback style with her recent selca? >> Either G.NA is possibly teasing her comeback style with her recent selca or she is not
4.	26 February 2013	Is	Is Girls' Generation's Sooyoung dating actor Jung Kyung Ho? >> Either Girls' Generation's Sooyoung is dating actor Jung Kyung Ho or she is not

No.	Date of Published	Auxiliary Verb	Headline
5.	26 February 2013	Did	Did Park Si Hoo offer money to 'A' after the sexual assault charge? >> Either Park Si Hoo offer money to 'A' after the sexual assault charge or he did not

Table 3

Population of Alternative Question Headlines

No.	Date of Published	Auxiliary Verb	Headline
1.	24 February 2013	Are	<p>BoA's unique earrings a fashion do or a fashion don't?</p> <p>>> BoA's unique earrings are a fashion do or BoA's unique earrings are a fashion don't</p>
2.	25 February 2013	Will	<p>Will Lee Hi be releasing a single, a mini, or an album?</p> <p>>> Lee Hi will be releasing a single, Lee Hi will be releasing a mini, or she will be releasing an album</p>