

Interactive Metadiscourse in Guardian Australia's TikTok and Website News Reports

Paridotul Munawaroh [1], Mazroatul Ishlahiyah [2]

[2] paridotulmunawaroh@gmail.com, mazroatul@uin-malang.ac.id

[1], [2] Universitas Islam Negeri Maulana Malik Ibrahim Malang
Malang, Indonesia

Abstract: This qualitative research aimed to analyze and compare the various types of interactive metadiscourse markers in the spoken news and written news stories of Guardian Australia. The researchers selected Guardian Australia as the focus due to its utilization of the TikTok media platform, which has experienced significant growth in recent years, to disseminate news content. Besides determining the types of interactive metadiscourse employed in both spoken and written news reports in Guardian Australia, the study also identifies the similarities and differences in using interactive metadiscourse across the two mediums. The data were in words, phrases, and sentences encompassing interactive metadiscourse employed inside the spoken and written news reports of Guardian Australia using Hyland's theory (2005). The researchers discovered 66 data points, comprising 34 spoken and 32 written news reports. The spoken news report consists of 14 instances of transition data, 11 instances of frame markers data, 5 instances of evidentiary data, and 4 instances of code glosses data. In the written news story, the data analysis revealed the presence of transition 13 data, endophoric markers 1 data, evidential 13 data, and code glosses 5 data. The findings indicated that interactive metadiscourse in spoken news may be categorized into four types: transition, frame markers, evidential, and code glosses, while written news exhibits four types of interactive metadiscourse: transition, endophoric, evidential, and code glosses.

Keywords: Interactive Metadiscourse, Guardian Australia's TikTok, Guardian Australia's News Report.

INTRODUCTION

The internet has changed broadcast journalism since the early 2000s (Chadwick, 2014). Journalists also use essential online information providers, namely information media websites, or news websites for short, which compete with every difference in reporting current events and information. Therefore, some kinds of news written by journalists on the websites have different ways of delivering the information, influencing readers when they read and interpret the news.

On the other hand, along with the development of information technology, readers have gained information or read news not only from websites (written text), but also they could get information from spoken text. One of the recent ones has been breaking the domination of a Western platform, a China-origin TikTok. TikTok is a video-sharing social network that has been tremendously popular and growing these years (Khoa et al., 2020). Despite the controversies (Choudhary et al., 2020), TikTok has gained over 1 billion users and downloaded over 2.6 billion times worldwide. With various types of video editor tools and the massive use of TikTok, which resulted in its enormous popularity, it has become a new place for journalism.

The delivery of speeches in TikTok is a new phenomenon because, in today's era, news publishers or creators are focused most of their vast resources on online media to deliver news effectively and directly to a large audience (Bandari et al., 2012). Some tools are provided in TikTok

for users to edit their videos as well as possible, such as face and voice filters, text and font choices, and music. Although those tools are powerful, language is another influential tool to make their videos more impressive, especially when filming to present long texts or monologues such as news reports.

As time passes, news delivery has been expanding into various platforms, and TikTok also holds a role, as mentioned before. One of the most outstanding news platforms that have also been on TikTok is Guardian Australia. Guardian, in general, has more than 2.4 million users, making it the most popular newspaper website in the UK in March 2021, and globally, it has the most users in North America on a news site (Picard in Townend 2010). Guardian is based in London, United Kingdom, with various sections focused on countries on their platform: *theguardian.com*, including Australia. While it is based in London, Guardian Australia seems to be heading the TikTok traffic with millions of viewers and thousands of followers that continue to grow in 2021-2022 (Socialblade.com). The researchers chose this news account to conduct the study because they wanted to compare how journalists delivered their news in written and spoken ways.

The spoken news delivered in TikTok is a form of monologue speech. Monologue speech is a linguistic phenomenon that has also been discussed under the metadiscourse analysis (Zare & Tavakoli, 2016; Zhang et al., 2017). Metadiscourse, conversely, is a theoretical analysis used to evaluate strategies for interaction with other people. As Hyland (2000) stated, metadiscourse is a linguistic device used to construct and organize the text or speech to engage and show one's attitudes to the audience. Two types of metadiscourse proposed by Hyland (2005) are interactive and interactional metadiscourse. The study about metadiscourse has been conducted widely in academic written texts (Salahsoor & Afsari, 2017; Akoto, 2020; Peng & Zheng, 2021), while the studies on spoken, semi-formal short videos like TikTok news report has been undisclosed, and the news website as a medium for conveying various commonly used as media information. Considering the context of a news report aimed to deliver the information that is also being reported on the website, the researcher believes that interactive metadiscourse analysis would fit more into the context of this research.

In written discourses, interactive metadiscourse organizes and facilitates readers' comprehension. (Cao & Hu, 2014). It is divided into the minor taxonomy: transitions, frame markers, endophoric markers, evidential, and code glosses. Each of the taxonomy is used for different functions. For instance, while transitions are used to present the relation between causes, frame markers are used to provide sequences or stages of particular actions. Despite the difference in the functions, all the taxonomies are used to deliver the message well-delivered, either as spoken or written discourses. Thus, it would meet the expected comprehension of the audience.

Furthermore, numerous previous studies support the conduct of this research. The first topic that contributes to the present study is metadiscourse analysis. Some studies have been conducted consecutively in the recent five years, either in spoken or written contexts. For instance, Zakaria and Malik (2018) studied metadiscourse in academic writing. The research focused on pre-university Arab students in Malaysia and found that interactive markers were used more by these non-English native writers than interactional ones. After success, Deng, Fatemeh, and Gao (2021) studied the interactive and interactional metadiscourse in the doctoral dissertations. The study is designed to be diachronic as they took articles from three time intervals from 1966, 1986, and 2016 as the data. The study found that there tends to be an escalation of interactive features, which implies an argument that readers pay more attention to how an argument is presented. The subsequent study was followed by Nugrahani and Bram (2020), who studied metadiscourse markers in scientific journal articles. Meta-discourse markers were found in the journal articles, with more interactive than interactional metadiscourse. In investigating the data, they used the theory proposed by Hyland (2005).

Although Hyland's metadiscourse theory started to be oriented in written academic texts, previous studies on metadiscourse have also been conducted to analyze spoken discourses. For instance, a study by Turiman, Abdullah, and Noor (2018) highlighted an analysis of metadiscourse markers in Malaysian ESL jobs. The study highlighted that the speakers tend to be more focused on the flow of the conversation instead of emphasizing the persuasiveness of their speech. In investigating the data, they used the theory proposed by Vande Kopple (1985), Crismore (1993), and Hyland (2005). The following study was conducted by Mazidah and Ainiyah (2019). They studied interactional metadiscourse in the academic presentation at Qomarudin University. The results demonstrated that engagement markers were utilized the most, and each speaker had his style of using these markers in

organizing their ideas. Along with the analysis of written and spoken metadiscourse, there were also varied comparative studies done previously.

Many metadiscourse studies have focused on the difference between men and women using the markers within their written discourses. For example, Alotaibi (2018) studied the difference between men and women using metadiscourse in their dissertation acknowledgments. This research is focused on the EFL texts written by male and female Saudis in the United States. Furthermore, Hooi, Yong, and Tan (2018) also conducted a study centered on metadiscourse use in business-themed news reports by comparing the textual and interpersonal features. To this end, there is a pattern in the previous studies on metadiscourse analysis of news reports: written news reports. There still needs to be more discussion about spoken news reports, especially the news presented in short videos on TikTok, as it is also considered a new trend. Therefore, this study is expected to extend the literature into the new phenomenon. Rahmat et al. (2020) continued the literature by analyzing the gender differences in metadiscourse use in reflective essays, which also involves inbound students as the research subject. To this extent, it can be seen that most comparative studies were focused on two main topics: gender and academic texts. In this study, they used Hyland's (2005) theory.

Meanwhile, regarding the spoken and written differences in metadiscourse, Farahani (2020) conducted a study using academic spoken and written texts as the data. The result shows how interactive metadiscourse is employed more than interactional metadiscourse. In this case, transition and endophoric markers were used more than other categories in spoken or written discourses.

The subsequent study, followed by Zahro, Irham, and Degaf (2021), studied metadiscourse functions in Indonesian written and spoken discourses. In spoken and written discourse, the findings indicate that interactive markers are used more frequently than interactional devices (1616).

Considering the study's result and where the data was taken, the present research aimed to expand the existing framework into comparing interactive metadiscourse in non-academic spoken and written texts. Nonetheless, the metadiscourse analysis has also been applied to news reports. After analyzing relevant earlier studies, the researchers aimed to conduct research on the most recent spoken non-academic through TikTok video and website news reports in which the research focuses on the types and how metadiscourse in Guardian Australia's TikTok and website news reports is used. In addition, the object of this research is a non-academic context, which is different from some studies that have been done on various objects of study, such as academic essays, presentations, doctoral studies, and others.

The researchers applied Hyland's (2005) theory, which proposes five types of interactive metadiscourse: Transition, frame marker, endophoric marker, evidential and code glosses. The theory of Hyland (2005) matches the data and has been used as a reference from several previous studies. Such as (Deng, Fatemeh & Gao (2021), Nugrahani, V. E., & Bram, B. (2020), Mazidah, E. N., Ni'mah, F., & Ainiyah, M. (2019)). Therefore, the researchers used Hyland's (2005) theory in addition to being a reference for several studies from the past few years, also because of its modernity. The researchers analyzed the utterances and sentences that contain interactive metadiscourse proposed by Hyland (2005) on the subject of Guardian Australia's TikTok and website news reports to be discussed and observed in this research.

METHOD

This research was classified as qualitative descriptive because the data was in words rather than numbers. Bogdan and Biklen (1997:5) stated that qualitative research is descriptive data, the data collected in the form of written and spoken words or pictures as the object of research. The researchers used this method because the writer wants to describe the use of textual metadiscourse presented by Guardian Australia in written and spoken news reports on website news and TikTok videos. Since this research is set to be qualitative research, the researchers acted as the main instrument of the research. The researchers acted as the data collectors and the transcribers of the TikTok videos.

The data consists of spoken and written and spoken news reports in utterances. The written news report is in words, phrases, and sentences. The researchers found the data source of spoken news reports from videos taken from the TikTok Guardian Australia account, where a female presenter delivered various topics, and the researcher selected 13 videos with more than 200,000 views. In each video, the presenter attaches a screenshot of the news posted on TheGuardian.com, the data source for

the written news report. In other words, news reports taken as data are written reports on the same topic as videos posted on TikTok.

Some steps are employed to collect the data. First, the researchers watched a news video from the Guardian Australia account on TikTok. Second, the researchers found over 100 videos from the Guardian Australia account on TikTok and selected 13 videos with the most views, with more than 200,000 viewers, with the latest news from April to August 2022. Third, the researchers watched 13 selected videos and made a transcript. Fourth, the researchers opened the Guardian.com website and selected a written news report with the same topic according to the 13 videos selected on the TikTok Guardian Australia account. Fifth, researchers copied-paste written news reports from TheGuardian.com. Finally, the researcher underlined the utterances and sentences containing interactive metadiscourse markers based on Hyland's (2005) theory.

The researcher analyzed 13 spoken and written news reports on TikTok videos and the Guardian Australia website. After the researcher underlined the utterances and sentences containing interactive metadiscourse markers based on Hyland's (2005) theory, the data were classified and categorized into various types of interactive metadiscourse markers, namely transition markers, frame markers, endophoric markers, evidential markers, and code-glosses. This process is used to answer the first research question. In the second step, after the researchers marked the data from the spoken and written texts, the researchers compared the use of interactive metadiscourse markers in both texts to answer the second research question.

FINDINGS AND DISCUSSION

This finding includes data derived from 34 spoken and 32 written report texts, in which each news report has a different title, but the topic of the spoken and written news reports is the same. The researcher analyzed it based on the interactive metadiscourse taxonomy proposed by Hyland (2005), which includes several categories: transitions, frame markers, endophoric markers, evidential markers, and code glosses. In analyzing the data, the researcher will divide it into two parts. The first is the type of interactive metadiscourse. The second is how it is used in Guardian Australia's spoken and written news report.

Spoken news report

In this section, the researcher found 34 data. Here are the examples of the data.

Transition

(Datum 1)

*90% Of Sri Lankan cabinet ministers have just resigned, staple foods have tripled in price, and angry citizens have tried to storm the president's home. **Furthermore**, the government has just attempted to ban all social media.*

The topic of the video was about crisis in Sri Lanka. The context of the news report above is about the latest conditions related to the crisis in Sri Lanka. In this context, the speaker said that almost all Sri Lankan Ministers have just resigned; staple food prices have tripled. Furthermore, the government just tried to ban all social media. Based on the preceding data, those sentences are categorized as transition markers in interactive metadiscourse. It is because the speaker utilized "**and**." The word "**and**" on the news report above is a logical connector expressing semantic relation between main clauses or sentences. The word "**and**" in this news report was used by a speaker to help the audience understand the relation between the speaker's ideas by signaling an additive relation in the speaker's ideas. As Hyland (2005) stated, this marker helps readers interpret links between ideas or information.

Frame markers

(Datum 2)

***Then** bam! Russia invades Ukraine, and fuel prices skyrocket.*



The video talks about the crisis in Sri Lanka. The context of the news report above is about Russia invading Ukraine, which caused fuel prices to skyrocket. In a previous statement, the speaker said that the Sri Lankan rupee dropped drastically, making essential things expensive. Then, in the ~~first~~ statement, the speaker said that Russia invaded Ukraine, which caused fuel prices to skyrocket. Based on the data above, it is covered as frame markers in interactive metadiscourse. That is because the speaker applied "then" in a spoken news report. The speaker used the word "then" to organize the argument by creating a sequence so the audience would understand the speaker's intention. In sum, to make the statements systematic, the speaker used the word "then." As Hyland (2005) stated, one of this marker's functions is to organize the discourse's sequences or stages this marker's functions is to organize the discourse's sequences or stages.

Evidential

(Datum 3)

The authorities said they had concluded that relocation was not a viable option and hoped that she would just go away, but by mid-August, they warned they were now considering euthanasia.

This video's topic was Freya, the walrus that sinks on Norway boats. The context of the news report above is about authorities considering euthanizing Freya, the walrus. In this context, the authorities said that the walrus named Freya would be euthanized because people did not want to keep their distance from her. Based on the data above, it is covered as evidential in interactive metadiscourse. That is because the speaker applied "**the authorities said**" in a spoken news report. The speaker used the phrase "**the authorities said**" to support her argument by representing the idea from another person, the authorities. The speaker uses this mark to strengthen her argument supported by someone responsible for a position in a particular field. According to Hyland (2005), the purpose of this marker is to indicate who is in charge of a position, even though this may help achieve a persuasive goal.

Code-Glosses

(Datum 4)

It has flu-like symptoms, so fever and body aches, as well as a blistering rash over the ~~last~~ couple of weeks at least.

The context of the news report above is about the symptoms of monkeypox. In this context, the speaker said that monkeypox has flu-like symptoms, such as fever, body aches, and a blistering rash lasting several weeks. Based on the data above, it is covered as code glosses in interactive metadiscourse. That is because the speaker applied "like" in spoken news reports. The speaker used the word "like" to provide additional information about the previous statement by explaining what the speaker said. According to Hyland (2005), the purpose of this marker is to rephrase, explain, or elaborate on conceptual material to provide additional information.

Written News Report

In written news reports, the researcher found 32 data. Here are the examples of the data.

Transition

(Datum 1)

All 26 cabinet ministers aside from the president **and** the prime minister quit as unrest over the country's worst financial crisis in decades continues.

On this news website, the topic was about the crisis in Sri Lanka. The context of the news website above is about the resignation of all ministers due to the financial crisis. In this context, the writer said unrest over the country's worst financial crisis in decades prompted resignations from all 26 cabinet ministers except for the prime minister and president. Based on the data above, it is covered as additional transition markers. That is because the speaker applied "**and**" in the written news report above. The word "**and**" on the news report above is a logical connector expressing semantic relation between main clauses or sentences. The writer used the word "**and**" in this news report to help the reader understand the relation between the writer's ideas by signaling additive relation in the writer's

ideas. As Hyland (2005) stated, this marker helps readers interpret links between ideas or information.

Endophoric Marker

(Datum 2)

*As **Vice notes**, Meta researchers have described the AI tech behind the bot as having "a high propensity to generate toxic language and reinforce harmful stereotypes, even when provided with a relatively innocuous prompt."*

For datum 2, the topic of the news website was Meta's new AI chatbot, which can not stop bashing Facebook. The context of the news report above is about the AI technology behind the bots, which has a high propensity to produce toxic language. The writer discussed how the BlenderBot service tends to make untrue or offensive statements in this context. As noted by Vice, Meta researchers have observed that the AI technology behind these bots has a high tendency to produce toxic language. Based on the data above, it is covered as endophoric markers. It is because the writer used the phrase "**as Vice note**" in the spoken news report. The writer used the phrase "**as Vice note**" to give the reader direction that the text refers to the previous discussion. In this case, Vice refers to a platform of American broadcasting and digital media. As Hyland (2005) stated, the function of this marker is to refer to information in other parts of the text.

Evidential

(Datum 4)

*The dress sparked backlash across the political spectrum, with critics condemning the move as both hypocritical and performative. **Ocasio-Cortez defended her actions, saying**: "The medium is the message."*

For datum 4, the topic was about Met Gala organizers facing criticism. The context of this news website above is about Met Gala dress sparked backlash across the political spectrum, Ocasio-Cortez defended her actions, saying: "The media is the message." In this context, the writer talked about the dress Ocasio-Cortez wore to the Met Gala, which sparked backlash across the political spectrum. Ocasio-Cortez defended her actions, saying: "The media is the message." Based on the data above, it is covered as evidential in interactive metadiscourse. That is because the speaker applied "**Ocasio-Cortez defended her actions, saying**" in the written news report. The writer used the phrase "**Ocasio-Cortez defended her actions, saying**" to support her argument by representing the idea from another person, Ocasio-Cortez. The writer uses this mark to strengthen her argument supported by someone responsible for a position in a particular field. As Hyland (2005) states, the capability of this marker uncovers who is liable for a position, which can add to a convincing purpose.

Code-Glosses

(Datum 4)

*BlenderBot's remarks were foreseeable based on the behavior of older chatbots **such as** Microsoft Tay, which Twitter users quickly taught to be a racist conspiracy theorist, forcing the company to apologize for its "wildly inappropriate and reprehensible words and images."*

The context of the news website above is about BlenderBot's statement, which can be predicted based on the behavior of older chatbots such as Microsoft Tay. In this context, the speaker said that BlenderBot's statement is thought to be based on the behavior of older chatbots such as Microsoft Tay, which was said to be a racist conspiracy theorist by Twitter users. Based on the data above, it is covered as code glosses in interactive metadiscourse. The speaker applied "**such as**" in written news reports. The writer used the word "such as" to provide additional information about the previous statement by explaining what the writer said. According to Hyland (2005), the purpose of this marker is to rephrase, explain, or elaborate on conceptual material to provide information.

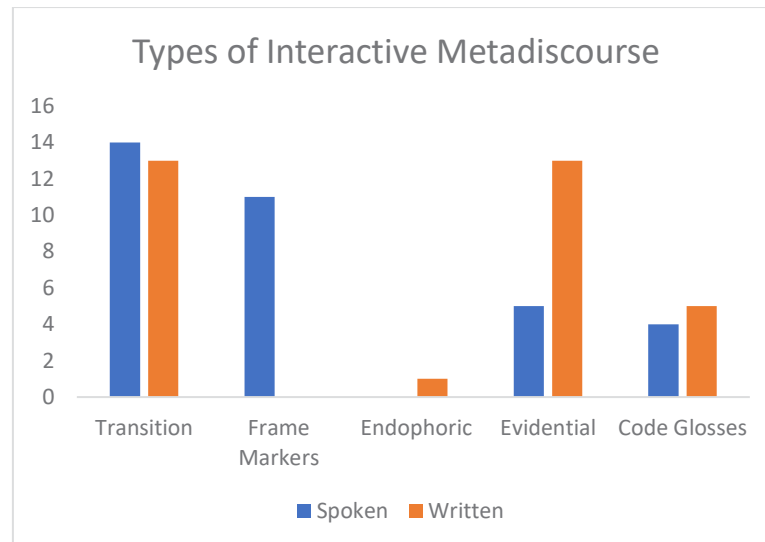


Figure 1: Spoken and Written Interactive Metadiscourse

According to the analysis, the researcher found 5 types of interactive metadiscourse used in *Guardian Australia's* TikTok and website news report. They are transition, frame markers, endophoric markers, evidential, and code glosses. The first type of interactive metadiscourse that is widely used is transition. It consists of 14 transitions in spoken news reports and 13 in written news reports. In conveying information, the speaker needs a transition to flow the informative speech. In this case, the transition makes the news coherent and organized. Meanwhile, writers use transitions to show how sentences or paragraphs relate to each other and how they relate to the topic of the whole news.

Following the characteristics of spoken news, it gives readers the primary paragraph or several paragraphs to understand the content of the primary news. Hyland (2005) states that transitional characteristics in conjunctions and phrasal adverbs help readers interpret the pragmatic relationship between steps in an argument, add elements, and mark arguments as the same or different. It has similarities and differences with research conducted by Zakaria & Malik (2018), Nugrahani & Bram (2020), Turiman, Abdullah & Noor (2018), Rahmat et al. (2020), Farahani (2020), and Zahro, Irham, & Degaf, (2021). All the studies mentioned have similarities with the results of this study, namely that transition markers are often used in the research they conduct. The difference is that the object of their research is written academic research such as essays and academic journals. The second type of interactive metadiscourse is evidential, consisting of 5 evidential in a spoken news report and 13 in a written news report. The third type of interactive metadiscourse is frame markers, consisting of 11 frame markers used in a spoken news report; meanwhile, there are no frame markers in the written news report. The fourth type of interactive metadiscourse is code glosses, which consist of 4 code glosses in spoken news reports and 5 code glosses in written news reports. The last type of interactive metadiscourse is endophoric markers, consisting of 1 endophoric used in the written news report; meanwhile, there are no endophoric markers in the spoken news report. In this case, it has similarities and differences with previous research. The similarities with the research results conducted by Zakaria & Malik (2018) and Zahro, Irham, and Degaf (2021) are that endophoric markers are rarely used in academic writing research. Both studies focus on the area of students in an academic context. In contrast to the research results of Farahani (2020) and Deng, Fatemeh, and Gao (2021), endophoric markers are often used in academic spoken and written discourse. Both research used corpus-based and quantitative methodologies.

Several types of interactive metadiscourse are used in the Guardian Australia's spoken and written news reports. Based on the data, frame markers are more frequently used in spoken news reports than written news reports. In this case, frame markers have an essential role in spoken news reports because, like the characteristics of spoken news itself, which is classified as instant communication with duration and in this case, the speaker uses semi-formal language, so it allows the speaker to use frame markers to make information sequential and coherent so that it helps the

audience see the coherence of the information conveyed. Meanwhile, no frame marker data is found in written news because written news has a more formal language and no duration compared to spoken news. Hence, the information the writer conveys is more detailed, making it easier for readers to understand the news content.

The difference in interactive metadiscourse types in spoken and written news reports can be seen from the amount of evidential data often found in written news reports; this is because, in written news reports, the writer uses more direct sentences consisting of quotes from news sources. In short, in this case, evidential is used to provide sources of information related to the topic of discussion and from the results of the author seeing or hearing an event that occurred so that it can create evidence to make conclusions based on general knowledge or visual traces. Meanwhile, evidential-spoken news reports are rarely used because, in spoken news, there is more declarative news, which contains facts, statements, or opinions from the speaker.

Based on the data above, the similarity of interactive metadiscourse types in Guardian Australia's spoken and written news reports can be seen that transitions are used more frequently in spoken and written news reports. This marker is used to show additive relationships, for example, using the word "and" (datum 1), contrast analysis, for example, in the use of the word "but" in (datum 4), and cause and effect, for example, in the use of the word "because" (datum 2). In additive relationships, these markers help speakers and writers connect their ideas. In short, transitions are widely used in spoken news because in conveying information, the speaker needs transitions to flow the informative speech. In this case, the transitions make the news coherent and organized.

The next similarity can be seen from the amount of endophoric marker data. Endophoric markers appear less in spoken and written news reports; it can be concluded that in spoken and written news, the information conveyed by the speaker and writer is clear enough so that it does not require endophoric markers because the endophoric function is for supporting material and helps clarify the argument in a news story by referring to information in other parts of a text. Based on the number of types of interactive metadiscourse found in spoken and written news reports, both have similarities and differences.

Both spoken and written news reports use 4 types of interactive metadiscourse markers. The types of interactive metadiscourse markers in spoken news reports are transitions, frame markers, evidence, and code glosses. The interactive metadiscourse markers in written news reports are transitions, endophoric markers, evidential, and code glosses. In summary, in spoken news, researchers found 4 types of markers except endophoric markers, while in written news, researchers found 4 markers except frame markers.

CONCLUSION

After analyzing the data about the types of interactive metadiscourse in Guardian Australia's TikTok spoken and written news report, the researcher concluded as follows: In Guardian Australia's TikTok spoken and written news report, the researcher found 5 types of interactive metadiscourse, namely transition, frame markers, endophoric markers, evidential and code glosses. In the spoken news, there are 34 data, while in the written news, there are 32 data. Therefore, the total amount of all data is 66 data. Transition marker is the most widely used marker type in spoken and written news. Based on this data, the spoken and written news used in Guardian Australia have differences and similarities. The difference is that frame markers are frequently used in spoken news reports, while in written news, frame markers are not found. Then, evidential markers are more widely used in written than spoken news. Then, for the similarities between spoken and written news, both put many transition markers as the most often used markers; then, for endophoric markers, both rarely used in written and spoken news reports were not found. For code, glosses are most often in the second place used in spoken and written news reports.

Researchers propose that readers can understand the types of interactive metadiscourse markers used in Guardian Australia TikTok spoken and written news. It is suggested for future research studies to investigate the types of metadiscourse markers in different objects of study, for example, comparing different websites and media platforms. It is for them to be aware of a broader

linguistic phenomenon found in various social media platforms, as well as add the discussions into further studies on metadiscourse or linguistic phenomenon in news reports.

The conclusion is intended to answer the research questions. After reading the paper, it helps the readers understand why the research should matter to them. It is not just a summary of the main topics covered or a re-statement of the research question but a synthesis of key points and, if applicable, where new areas for future research are recommended.

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