

Content Particularities in the Local Online Press: the Title - Between Information and *Clickbait*

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Abstract: *In this paper, I propose to study the specifics of the headlines in the local online press in Constanța, to find out to what extent informative headlines are used, which refer to the journalistic text, and to what extent clickbait headlines, whose reference is the internet user, are employed. The title is of immense importance in the economy of a journalistic text because it is the first element that attracts the attention of a potential reader and the first to provide the audience with information. The research focuses on two local publications, both of which have a daily publication regime, a generalist character from the point of view of the fields and topics covered, the difference between the two is that, while one publication has a tradition in the local media landscape, having been established in the print era, the other one is new, being a digitally native publication. The research questions are: Is the choice of the journalistic title content-driven, or audience-driven? How does the choice of the journalistic title shape the informational gap?*

Keywords: *clickbait, informative title, local press, online*