# CLICKBAIT

“Clickbait”: The origin of this word is English, and it was formed by compounding. It is composed by N + N (click +bait). The actual meaning of “clickbait” has to do with “*click*” as ‘short sharp sound, as produced by two hard objects being lightly struck against each other, or by operating a switch’ and bait as ‘an attractive morsel of food placed on a hook or in a trap, in order to allure fish or other animals to seize it and be thereby captured’. The noun “click” was formed by conversion from verb to noun.

# TROLL

The origin of this word is English, and the word formation is by semantic shift. It was first used in 1992 with the meaning of ‘a person who sends messages to make others angry’. Th world troll would probably be influenced by the Scandinavian mythology.