

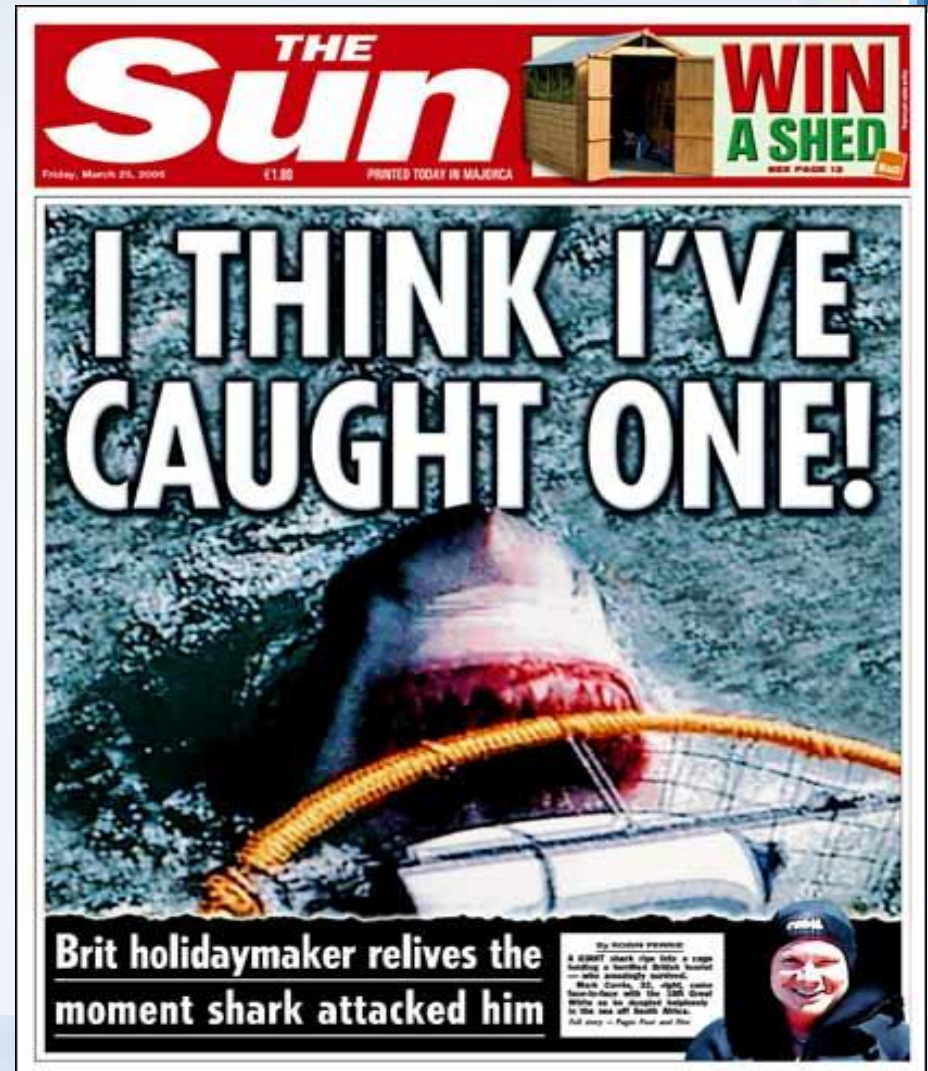
Writing an effective headline

What is a headline?

What could this headline be about?



**I THINK I'VE
CAUGHT ONE!**




THE Sun WIN A SHED
Friday, March 26, 2004 £1.00 PRINTED TODAY IN MAJERICA SEE PAGE 18

**I THINK I'VE
CAUGHT ONE!**

Brit holidaymaker relives the moment shark attacked him

The picture showing a Brit holidaymaker who was bitten by a shark while on holiday in South Africa. He was amazingly survived. Mark Corbett, 32, right, came back to shore with the 1200 Gram white as his dramatic moment in the sea off South Africa. Full story on Page Four and Six.



Headlines should be...

Short

To the point.

Eye-Catching

BIG

Bold

Interesting

Puns

- A word in a sentence that can have two meanings.
- This word is called a **Homophone** - this is a word that sounds the same as another, but is spelt differently and has a different meaning
- For example - Write/right, Bare/bear, Flower/flour, Hare/Hair.

Examples

- Peace of cake
- Sew it's time
- Bare face liars
- Christmas shoppers stocking up
- Witch Halloween costume is for you

Puns



Letter play (play on words)

- Sometimes writers will change a letter or a part of the word to give a double meaning.

Examples...

- Truck by lightning
- Tantastic!
- A jab well done.



Word Play

Alliteration

- Often using the same letter sound at the start of your words can create an interesting effect.

Examples...

- Sending up the stars and stripes.
- Greedy girl gobbles gruel.
- Big bad bear bites boy.



"All the News That's Fit to Print"

The New York Times

Late Edition Today, cloudy showers; today high 56. Tonight, stray evening showers, clouds breaking into cooler low 48. Tomorrow, variable, high 56. Weather map appears on Page B10.

VOL. CLXVI ... No. 57,411 ••• © 2016 The New York Times Company NEW YORK, WEDNESDAY, NOVEMBER 9, 2016 \$2.50

TRUMP TRIUMPHS

OUTSIDER MOGUL CAPTURES THE PRESIDENCY, STUNNING CLINTON IN BATTLEGROUND STATES

WORKING CLASS SPEAKS

Blue-Collar Whites Give Stinging Rebuke to Democratic Party

By PATRICK HEALY and JONATHAN MARTEN

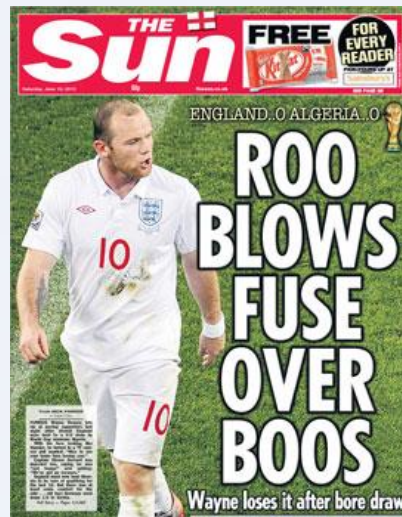
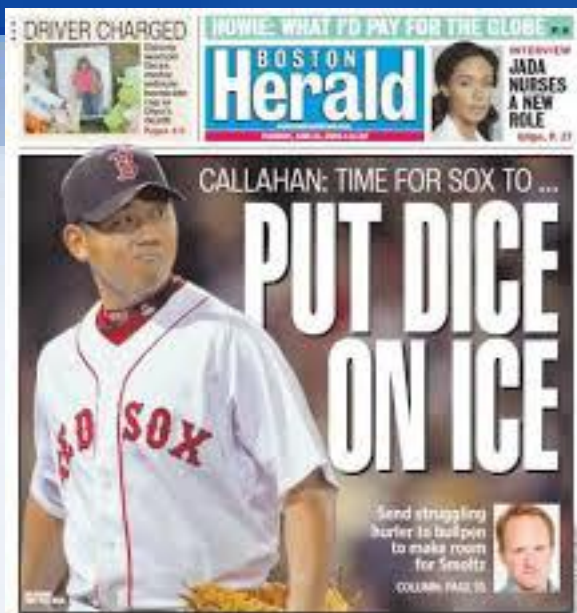
Donald John Trump was elected the 45th president of the United States on Tuesday in a stunning culmination of an explosive, populist and polarizing campaign that took voters' aims at the mainstream and long-held ideals of American democracy.

The surprise outcome, defying late polls that showed Hillary Clinton with a modest but persistent edge, threatened convictions throughout the country and the world, where skeptics had watched with alarm as Mr. Trump's unvarnished overtures to disillusioned voters took hold.

Alliteration

Rhyme

- Rhyming some or all of the words can also create an interesting effect.
- Green queen, glass with class.
- Hare affair.
- Tissue issue.



Rhyme

Now your turn...

- You are going to create a collection of headlines for the game of pok-a-tok between Chac and Pik in Rain Player. So please watch the video again to remind yourself of the story if you need to.
- Try to use one of the language effects in headlines of your own, but remember to keep them short and punchy:

Puns

Letter Play

Alliteration

Rhyme

- Write as many different headlines as you can think of. I have written down a few examples of my own on a separate PowerPoint to help if you need it.