



# HEADLINES

- OBJECTIVE:

We will learn how writers use different language effects to create interesting headlines.

Why are headlines important? Discuss.



# Language effects.

- You may have already noticed that the style of headlines in broadsheet newspapers is different to that of tabloids.
- Guess which of the following headlines came from a **broadsheet**, or **tabloid**.

Hot pop-erty

**SFO called in to EU scandal**

Discuss the reasons for your opinion with your response partner.



# Playing with words

- Writers can have lots of fun with words.  
Look again at...

Hot pop-erty

- Can you explain what the writer has done with the words?



# Puns

- A pun = a word in a sentence that can have two meanings.
- Example

**Christmas shoppers *stocking* up.**

***Witch* Halloween costume is for  
you?**



# Letter play

- Sometimes writer will change a letter in a word to give a double meaning.

Example

**Truck by lightning**



# Alliteration

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

**Sending up the Stars and Stripes.**



# Rhyme

## ■ Examples

**Green queen**

**Glass with class**



# Now your turn...

- Try to use one of the language effects in headlines of your own:

**Puns**

**Letter Play**

**Alliteration**

**Rhyme**