



# THE HEADLINE

To be successful and eye-catching, tabloid headlines should contain some of these elements:

- **Short, snappy phrases**
- **Puns, or plays on words**
- **Humour**
- **An element of intrigue**

# SOME EXAMPLES

You are now going to look at some examples of tabloid headlines. For each one, think about:

- **What techniques the writer has used to grab your attention**
- **What the article is about**

# EXAMPLE 1

## TSUNAMI HEIR LIFT

Techniques used:

This article is about:

# EXAMPLE 1

## TSUNAMI HEIR LIFT

Techniques used:

- Pun on the words “heir” and “air”

This article is about:

- Princes William and Harry helping out with aid relief to Asia

# EXAMPLE 2

## WE WEPT FOR WAVE ORPHANS

Techniques used:

This article is about:

# EXAMPLE 2

## WE WEPT FOR WAVE ORPHANS

Techniques used:

- alliteration: repeating the “w” sound

This article is about:

- Royal family express their grief over the tsunami disaster

# **EXAMPLE 3**

## **IT'S TUM KIND OF MIRACLE**

Techniques used:

This article is about:

# EXAMPLE 3

## IT'S TUM KIND OF MIRACLE

Techniques used:

- The word “tum” sounds like “some”
- Doesn't give away much information

This article is about:

- A woman with an artificial stomach gives birth to the baby  
doctors said she'd never have

# EXAMPLE 4

## DOWNLOADS GO UP LOADS

Techniques used:

This article is about:

# EXAMPLE 4

## DOWNLOADS GO UP LOADS

Techniques used:

- Contrast of “down” and “up” – creates humour
- Could be about a number of different things - vague

This article is about:

- Music sales on the internet rising above CD sales for the first time

# TABLOID LANGUAGE

You are now going to look at an article from two different newspapers.

The article is about the same topic, but you will notice great differences between the two.

Try to note these differences in your jotter in the form of a table...

# TABLOID LANGUAGE

	<u>Article 1</u>	<u>Article 2</u>
What differences are there in the headlines?	Long, detailed	Short, snappy
How long are the sentences in the article?	Long, complex	Short, simple
How long are the paragraphs?	3 or 4 sentences	1-3 sentences
How much detail is included?		
Did you understand all of the words?		
Do you think this came from a tabloid?		

# TABLOID LANGUAGE

Having looked at a tabloid article and the techniques that tabloid writers use, you are going to construct your own tabloid article.

First, you must work with a partner and attempt to construct a suitable headline.

Remember, headlines should contain at least one of the following:

- **Short, snappy phrases**
- **Puns, or plays on words**
- **Humour**
- **An element of intrigue**

# HEADLINE FEEDBACK

Gather the class' ideas together, and decide which headline you like best:

# WRITING YOUR ARTICLE

Now, you are going to continue to write the rest of your article.

Look over the example tabloid article you were given for ideas of how you should phrase your work.

Remember that your article should include:

- **Details of the event**
- **Interviews with eye-witnesses**
- **Speculation about what may actually have happened**

*Your finished article should fill about TWO jotter pages*

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