



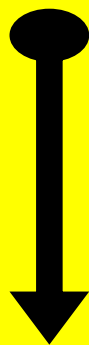
What is a headline?

Headlines

Headlines tell the reader what the story is about. They are short and dramatic and use techniques to grab attention.



What could this headline be about?



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

Headlines should be

Short
To the point.
Eye-Catching
BIG
Bold
Interesting



Puns

- A word in a sentence that has the same meaning.
- This word is called a - HOMOPHONE - this is a word that sounds the same as another but is spelt differently.

For example - bear/bare, write/right, Flower/flour, Hair/hear



Lesson 12: To use well known vocabulary to create a headline.

Examples

Peace of cake

Sew it's time

Bare face liars

Christmas shoppers stocking up

Witch Halloween costume is for you



Play on Words

Truck by lightning.
Tantastic



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.



Questions

Who will save us?
Is this the end?



Can you think of a better headline for this?



HAVE you 'herd' about the cows which invaded a Welsh town?

Residents in the town of Tredegar were surprised when they saw cows peering in through their windows, eating flowers and trampling on their front gardens.

The cows moo-ved into the town

after escaping from a nearby field. One local woman said: "We're used to having milk delivered to our doorstep but not the whole cow."

But people were getting annoyed with the roaming herd. There's

cow poo everywhere and the local council have said they will look into it, (the situation, not the cow poo). They're hoping the cows will hoof it.