

# Headlines

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# What Are Headlines?

Headlines are found in different forms - in print newspapers, on radio and TV news and on Internet news sites.

They are the main title of the news stories.

Compare It

Discuss It

Where/when do you hear/see headlines in the TV news?

What do newspaper headlines look like?

**Have a chat and then compare your results.**



# What's the Purpose of Headlines?

In the **media industry**, people say that headlines “tell and sell.”

Discuss It

What does ‘tell and sell’ mean?  
Have a chat and then compare your results.

Compare It

‘tell’ = telling people what the news story is about.  
‘sell’ = making people read, watch, click or listen to the news story.

Discuss It

What does ‘tell and sell’ mean when we talk about radio or TV news headlines?  
Have a chat and then compare your results.

Compare It

To make you stay watching the news so you don't turn over. They act like a contents page for the programme.

# Print Newspaper Headlines

Newspaper headlines need to be:

- Eye-catching
- A title for the news story
- Short and snappy

Try It

Below are 5 explanations of news stories. Your job is to write the headline for them.

1. A boy finds a stash of gold Roman coins in the local park.
2. A girl from your local area is chosen for the Team GB Gymnastic team at the 2020 Olympics.
3. A giraffe escapes from a zoo and makes it down the road into the supermarket car park.
4. 500 dogs and their owners do a 5km run and raise thousands for charity.
5. A bridge in a local town falls into the river causing chaos for the town.

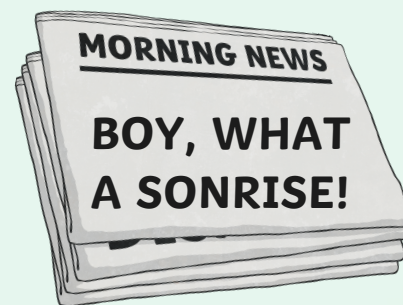
Continue It

Why not read your headlines out in the style of TV news headlines or even create TV news reports about these stories? [This](#) might help!

## Try It

Look at these newspaper headlines containing puns. Can you match the headline to the story?

Often, print newspaper headlines contain **puns** to catch your eye and make you read on. Puns are mainly found in **tabloid** newspapers.



A man, who was struck by lightning, was saved by his Marks and Spencer slippers.

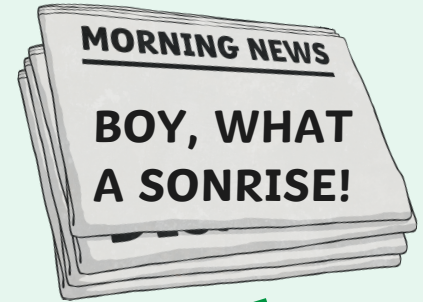
Meghan Markle gives birth to baby boy Archie at 5.26 a.m.

A ban on fizzy drinks was cancelled the day before it was due to start.

Inverness Caledonian Thistles beat Celtic in a shock 3-1 Scottish Cup win.



# Puntastic!



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# Puntastic!

## Try It

Look at these headlines - notice how the pun works and imagine a news story that would go with it based on the puns. There's no right or wrong answer!



## Continue It

Why not create TV news reports about these stories?

[This](#) might help!

# Things to Do Next

Make your own TV, radio, print or web-style newspaper reports. (You might even want to film them and include roving reporter and interviewees/eye witnesses.)

Go through print newspapers and cut out good examples of headlines - make a collage poster for your classroom wall.

Write your own '**puntastic**' headlines for others to create a news story around.

Create a class newspaper with articles from everyone in the class that include some great headlines. Why not work as a newsroom, splitting up the jobs of reporters, editor, subeditors, copy checkers, general manager, production manager and staff?



# Glossary

## Media Industry

The world of work and business for TV, radio and newspapers.

## Puns

Play on words, using how words sound to swap words around to be funny or clever.

## Puntastic

A pun itself - a play on words for 'fantastic'. Means: fantastic punning.

## Tabloid

The smaller size of newspapers. UK tabloids include *The Sun*, *The Mirror*, *The Star*, *Daily Mail*, *Daily Express* and *Morning Star* and *The National* and *Daily Record in Scotland*.

## Broadsheet

The larger size of newspapers. Currently, there is only one UK 'broadsheet' – the *Daily Telegraph*. UK broadsheets include *The Times*, *The Telegraph*, *The Guardian*, *The Independent* and *The Financial Times* and *The Scotsman* and *The Herald in Scotland*. They are also known as 'quality' newspapers because they deal mainly with serious issues and have high standards of dealing with the news.



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