

Tabloid front pages	Broadsheet front pages
Often, the majority of the space is allocated to one photograph and one headline; little space for the actual article. At times, half the front page is devoted to an issue considered to be a crisis (see example below)	Often roughly equal space given to photographs and articles; headline prominent
Photograph – dramatic, sensational or appealing	Photograph – dramatic or appealing; can be sensational, often informative
Headline – large, emotive, brief, arouses curiosity, outrage, fear, laughter etc.	Headline – varies in size, can be descriptive, informative, sometimes sensational, though less so than tabloids
Article – brief, bare bones of the story; can be continued on other pages	Article – more detailed, informative and often continued on page 2 or 3; can be supported by further articles on the issue elsewhere in the paper
Language in article – simple, direct, highly persuasive	Language focused on reporting the issue, more sophisticated, still persuasive

Read the front page from the *Herald Sun* on 18 February 2008 and the main article from the front page of *The Age* on 21 February 2008. Read the annotations carefully, then do Activity 1.

Annotations: 'Worst Gate'

1. *Clever play on name of bridge, West Gate; connotations of disaster through implied reference to the accident in 1970 when a section of the bridge collapsed during construction and 35 people died.*
2. *Critical of the situation; uses facts and a comparison between now and then; a taster of material later in the paper.*
3. *Why might this story have been placed on the same page as 'Fat crisis'?*

Annotations: 'Fat crisis'

1. *Large, dramatic and brief headline; 'crisis' signals an urgent situation.*
2. *Subheading captures the severity of the issue; 'hundreds' and 'swamp' combine to present an extreme state of affairs.*
3. *'Potentially lethal' – emotive language designed to provoke fear in the reader.*
4. *'Stamp' image is like a stamp of authority and indicates that the Herald Sun is actively involved in tackling the issue.*
5. *Worst-case scenarios of death and disease dramatise the issue and incite more fear and alarm, even panic, in the reader.*
6. *Personal accounts give a human face to the issue, encouraging readers to relate and to feel sympathy.*
7. *Positions reader to see the Herald Sun as responsible and concerned for our children and their futures.*
8. *After dramatically presenting the problem, now outlines the solution.*