

# Headlines

**Headlines are written by an editor, not the writer of the article.**

- ▶ They often use as few words as possible to introduce a story, although longer headlines are now being used more frequently in broadsheets and magazines.
- ▶ Both short and long headlines function as 'flag points' for issues, enabling readers to flick through the newspaper to find articles they want to read.
- ▶ They attract the reader's attention by using persuasive language devices such as highly emotive words, sensationalism, exaggeration, humour, plays on words (puns) and repeated sounds (alliteration).

Read the following headlines and explanations of their effectiveness, then work through Activity 3.

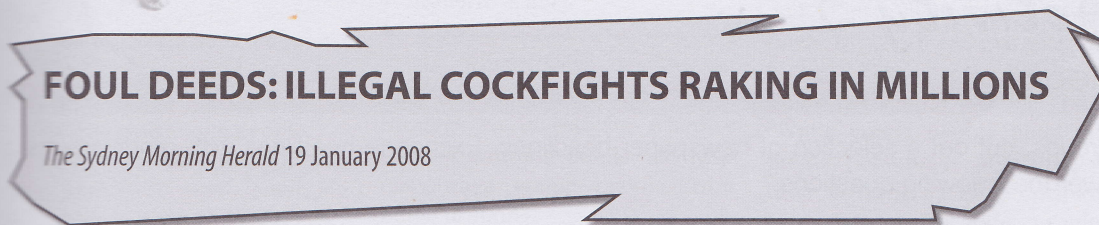


**Article type:** Business report

**Context:** The Australian share market fell sharply into what is known as a 'bear' market

**Grabs attention** by being short and pithy; through alliteration; and by its dramatic appearance – see image C4 in the colour insert pages for the actual visual presentation of this headline

**Effect:** Emphasises the dramatic nature of the downturn; refers to a 'bear' market through the bear pawprints; suggests this event is likely to result in pain for many people through its horror-movie style lettering



**Article type:** News report

**Context:** Police discovered a cockfighting ring in Prestons, Sydney

**Grabs attention** by the play on words – 'foul' being a homonym (word with the same sound) for fowl, as well as expressing the writer's disgust – and the sensationalist tone of 'raking in millions'

**Effect:** Provokes outrage that people are making large sums of money from an illegal and cruel activity