

FANTASTIC PLASTIC IDEA SHOULDN'T BE BAGGED

The Courier-Mail 15 January 2008

Article type: Feature article

Context: Environment Minister Peter Garrett's proposed ban on plastic bags

Grabs attention by the rhyme of the first two words and the high approval suggested by 'fantastic'; play on words of 'bagged' adds humour and also suggests disagreement or controversy

Effect: Makes the reader curious – what is this 'fantastic' idea and why might some people be 'bagging' it?

SHELF LEFT ON THIN ICE – BERG EXPERTS BLAME GLOBAL WARMING FOR DESTRUCTION

The Courier-Mail 27 March 2008

Article type: News report

Context: A 415-square-kilometre iceberg in Antarctica collapsed, leaving other areas at risk

Grabs attention by summarising the article at a glance

Effect: The long headline enables the reader to instantly grasp the main contention of the article; longer headlines enable the browsing or time-poor reader to take in the essential information without having to read the whole article

Activity 3

Headlines



In groups, cut out a selection of newspaper headlines. Exchange headlines with other groups and answer the following questions.

1. How does the headline capture your attention and make you interested in reading the article?
2. What does the headline tell you about the article?
3. Compare notes and check how close you came to identifying the story.
4. Bring some newspaper articles to class with the headlines removed. Share around the articles you've collected and try composing your own headlines. Which ones were particularly attention-getting? How close were they to the actual headlines?
5. Find a newspaper article on a controversial issue. Compose three different headlines for it: one suggesting a bias towards one side of the issue, one slanted towards the other side, and one neutral.