Homophones and headlines: Read all about it!



What is a headline...

* Headlines give hints about the article

They may contain :

Puns Play on words / letter play Alliteration / rhyme



What is a pun?

A pun contains a homophone
(a word that sounds the same as another but is spelt differently)



Night of the living dead



Knight of the living dead

Unusual headlines (Homophones)

New Rules Keep Fishermen in Plaice

Sleepless Knights at Haunted Castle

"Sew What?" ask Clothes Manufacturers

Witch Halloween Costume Is For You?

Literacy Hour gives pupils the right to write.

Bakers have Flour Power

A Horse's Mane Problem

What is a play on words?

* When a letter or part of the word is changed to alter the meaning...



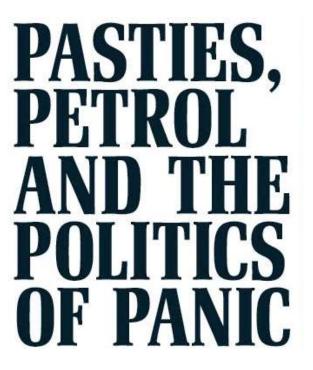
Otter-ly amazing: Otter captured on



Truck by lightning

Alliteration/ Rhyming

* When a number of words begin with the same sound....







EYE DROPS OFF SHELF

KIDS MAKE NUTRITIOUS SNACKS STOLEN PAINTING FOUND BY TREE MINERS REFUSE TO WORK AFTER DEATH MILK DRINKERS ARE TURNING TO POWDER KILLER SENTENCED TO DIE FOR SECOND TIME IN 10 YEARS 2 SISTERS REUNITED AFTER 18 YEARS AT CHECKOUT COUNTER GRANDMOTHER OF FIGHT MAKES HOLF IN ONE HOSPITALS ARE SUED BY 7 FOOT DOCTORS LAWMEN FROM MEXICO BARBECUE GUESTS RED TAPE HOLDS UP NEW BRIDGE

What makes a good headline? It all depends on the type of paper!

- * Tabloid and broadsheet newspapers will present their headlines in different ways
- * They have a different <u>target audience</u>
- * The stories they cover are quite different

Broadsheet Headlines

- * Usually quite straightforward
- * Longer, fuller sentences; more sophisticated language
- * Always about serious 'hard' news
- * Headlines try to be concise but informative



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Read how only the paranoid survive. Cummings tells aides

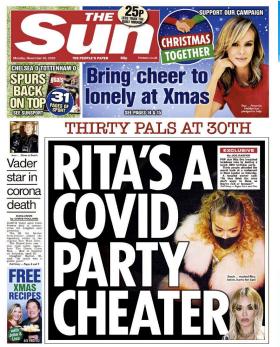
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Tabloid Headlines

- * Very short and snappy
- * Sometimes use puns (play on words) or alliteration to grab readers' attention
- Use shocking headlines to instantly draw the reader in
- * Quite often humorous, especially if an entertainment story
- * Often related to the picture, but they let the picture speak for itself







Government backs radical plan to stop Muslim extremism

Alien backs Trump!

Gord help us now!

Doubts over value of £3 billion Sure Start



Union strikes threaten UK power supplies

Your task today

- Think of headlines for famous stories / nursery rhymes (including the Three Little Pigs).
- Try to write a tabloid and a broadsheet headline for each story : 1 funny and 1 more serious.

