

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.

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.