Tuesday 28th April

WALT identify effective headlines

HEADLINES

We will learn how writers use different language effects to create interesting headlines.

Why are headlines important? Discuss.

Playing with words

Writers can have lots of fun with words. Look again at...

Hot pop-erty

Can you explain what the writer has done with the words?



Puns

- A pun = a word in a sentence that can have two meanings.
- Example

Christmas shoppers *stocking* up.

Witch Halloween costume is for you?

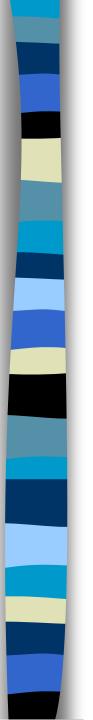


Word play

Sometimes writer will change a letter in a word to give a double meaning.

Example

Truck by lightning



Alliteration

- Often using the same letter sound at the start of your words can create an interesting effect.
- Example

Sending up the Stars and Stripes.



Rhyme

Examples Green queen Glass with class



Now your turn...

Try to use one of the language effects in headlines of your own:

Puns Letter Play Alliteration Rhyme



FOOD CRISIS: GOVERNMENT TO <u>ACT</u>

What word could we place instead of act – it needs to have a similar to meaning!

MORE AID FOR POOR COUNTRIES

What word could we place instead of aid – it needs to have a similar to meaning!

1,000 JOBS TO BE AXED

What word could we place instead of axed – it needs to have a similar to meaning!