



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 ACT

- 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!