

Wednesday 5th May

**LO: I can write an effective
headline.**

Steps to Success

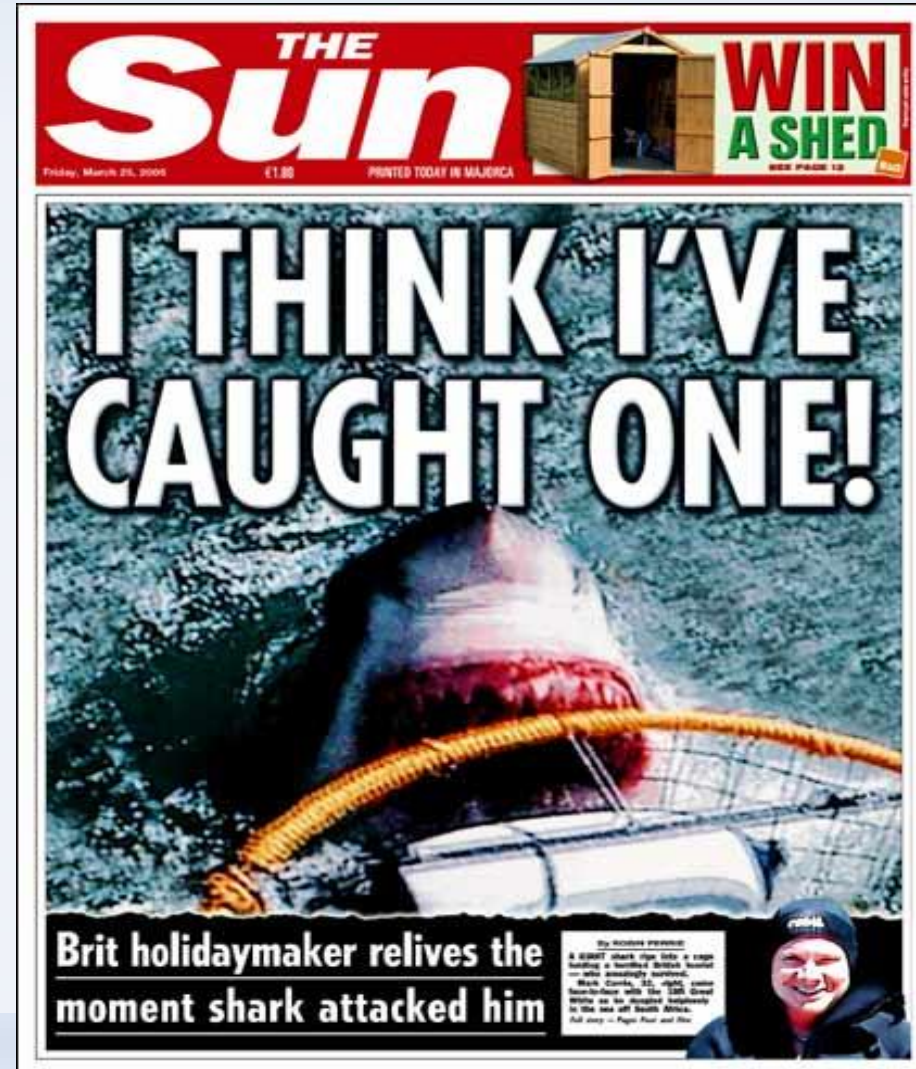
- I can match a headline to a story.
- I can discuss what makes an effective/catchy headline.
- I can write an effective headline.

What is a headline?

What could this be
headline be about?




**I THINK I'VE
CAUGHT ONE!**



What makes a good headline?

- Discuss between you...

CROCS CAN KILL



Lethal... the trendy Crocs
By **ANNE HANCOCK**
Millions are buying licensed brand-name trendy Crocs -- between them could kill patients.

Shooped around in hospital-based the shoes, which trigger static electricity and hit their gear. A spokeswoman said to call to follow.

Full Story » Page 17

136,000
hens die

[illegible]

Motorist sees red

[illegible]

YOU CAN'T CAKE IT UP

School bans girl's birthday treat

By ALASTAIR TAYLOR

A PUPIL has been banned from sharing his birthday cake with classmates because the school has ruled it is not healthy.

It's a bizarre, and possibly true, story: the thirteen-year-old boy, from a private school in London, has been told that his chocolate cake is too high in fat and sugar to be shared with his classmates.

The government's strict guidelines on school lunches, which require schools to provide a healthy diet, have led to a number of schools banning high-calorie foods from their menus.

The school in question is St. George's, a private school in London. The headmaster, Mr. John Smith, has ruled that the boy's cake is not healthy enough to be shared with his classmates.

The boy's mother, Mrs. Jane Smith, has expressed her disappointment at the decision. She says that her son's cake is a traditional birthday cake, and that she has no intention of changing the recipe.

The school's decision has caused a stir in the local media, with many people questioning the school's ruling. Some have argued that the school is being too strict, while others have praised the school for its commitment to healthy eating.

The school has defended its decision, saying that it is in line with the government's guidelines. It says that the cake is too high in fat and sugar, and that it is not healthy enough to be shared with the other children.

The boy's mother has said that she will continue to make the cake for her son's birthday, but that she will not share it with his classmates. She says that she is proud of her son and his cake, and that she will not let the school's decision affect their relationship.

The school has said that it will continue to enforce its policy on healthy eating, and that it will not be making any exceptions.

The story has been widely reported in the media, and it has become a topic of discussion in many schools. Some schools have said that they will follow the school's lead, while others have said that they will not.

The government has said that it is aware of the story, and that it is considering the issue. It says that it is committed to promoting healthy eating in schools, and that it will be looking at ways to ensure that schools are providing a healthy diet for their pupils.

The boy's story is a reminder that there are many different opinions on what is healthy and what is not. It is also a reminder that schools have a responsibility to ensure that their pupils are getting a healthy diet.

Don't tell me what I can't eat

It's the school which has banned the birthday cake.

The thirteen-year-old boy, from a private school in London, has been told that his chocolate cake is too high in fat and sugar to be shared with his classmates.

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Don't tell me what I can't eat

THE ROCKET SHIP MYSTERY

Quatermass: NO to a police investigation

THE POLICE ARE INVESTIGATING THE AFFAIR OF THE MISSING MEMBERS OF THE SPACE ROCKET WHICH LANDED LAST NIGHT.

In the warm, softly-lit comfort of a West End hotel, I proposed marriage yesterday to Helga Scherb. Said Helga: "You're too young." Alas, I'm

HELL ON EARTH

■ FIREBUGS ■ DEATH TOLL ■ 640+ HOMES
STRIKE AGAIN 50 AND RISING DESTROYED

Headlines should be...

Short

To the point.

Eye-Catching

BIG

Bold

Interesting

Puns

- A word in a sentence that can have two meanings.
- This word is called a **Homophone** - this is a word that sounds the same as another but is spelt differently and has a different meaning
- For example - Write/right, Bare/bear, Flower/flour, Hare/Hair.

Examples

- Peace of cake
- Sew it's time
- Bare face liars
- Christmas shoppers stocking up
- Witch Halloween costume is for you

Letter play (play on words)

- Sometimes writer will change a letter or a part of the word to give a double meaning.

Examples...

- Truck by lightning
- Tantastic!
- A jab well done.

Alliteration

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

Examples...

- Sending up the stars and stripes.
- Greedy girl gobbles gruel.
- Big bad bear bites boy.

Rhyme

- Green queen, glass with class.
- Hare affair.
- Tissue issue.

Now your turn...

- Create a headline for each of the pictures
- Try to use one of the language effects in each of your headlines:

Puns

Letter Play

Alliteration

Rhyme

