

HEADLINE TECHNIQUES

Headlines have to be fitted into the space available on a newspaper page.

Some techniques Editors and Journalists use to ensure their headlines are **snappy** and **eye-catching** are...

Alliteration

repetition of the same
beginning letter
sound.

JUSTICE IS A JOKE

Slang

This both
conversational
language and puns

CELEBRITY BIG BLUBBER

Exclamation

when emphasising
something or using
humour

NO WAY JOSE!

Exaggeration

For example when a slight problem or difficulty is described as something far worse.

NIGHTMARE SEARCH FOR GOOD PUB FOOD

Repetition

reinforces an idea.

SPEND, SPEND, SPEND

Pun

a humorous play on words.

WHAT'S THE BIG IKEA?

Metaphors


direct comparison
between two
unconnected people
or things.

**'THROWING IN THE TOWEL'
OR 'SAVED BY THE BELL'.**

EXCLUSIVE

Cheery Cheryl's got Ex Factor

Published: 06 Mar 2010

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BEAMING Cheryl Cole grins after flying solo to make her first public performance since splitting from hubby Ashley.

Alliteration

Cole will flight for Cheryl's love

By GORDON SMART, Bizarre Editor

Published: 05 Mar 2010

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ASHLEY Cole has told his closest pals he **WILL** win back Cheryl in showdown talks next week.

Pun

Heartbroken Cheryl Cole leaves
home for 'break' from love cheat
husband Ashley