

## HEADLINES : TYPES AND TECHNIQUES

### 1- Types of headlines

#### - Sentence headlines

*Police rescue 12 divers as launch sinks off Phi Phi*  
*Pen manufacturers still see good future for luxury pens*

#### - Phrase headlines

*Getting in touch with the spirits*  
*Heroism and cowardice at the Top of the World*  
*Reward for tracing suspect*

### 2- Headlines most common techniques

#### - Noun Phrases a noun phrase with no verb. A noun phrase describes a noun

*Under Pressure from Boss*  
*Unexpected Visit*  
*Overwhelming Response of Voters*

#### - Noun Strings a string of three, four or more nouns together

*Widow Pension Pay Committee*  
*Landscaping Company Disturbance Regulations*  
*Mustang Referral Customer Complaint*

#### - Simple Tenses instead of Continuous or Perfect

*Forgotten Brother Appears* = A forgotten brother has appeared (after a long period of time).  
*Professors Protest Pay Cuts* = Professors are protesting pay cuts (at the university).

#### - Auxiliary Verbs Dropped in Passive Form

*Man Killed in Accident* = A Man has been killed in an accident.  
*Tommy the Dog Named Hero* = Tommy the Dog has been named a hero (by the mayor).

#### - Articles Dropped

*President Declares Celebration* = The president has declared a celebration.  
*Passerby Sees Woman Jump* = A passerby has seen a woman jump (into the river).

#### - Infinitive to Indicate Future

*Mayor to Open Shopping Mall* = The mayor is going to open a new shopping mall.  
*James Wood to Visit Portland* = (Famous actor) James Wood is going to visit Portland soon.

### 3- Other common techniques

#### - Puns (play on words)

#### - Short words and abbreviations (to gain space)

#### - Alliterations (to appeal to the senses)

adapted from

<http://esl.about.com/od/intermediatereading/a/newsheadlines.htm>

## HEADLINES: TYPES AND TECHNIQUES - WORKSHEET

*Read the press and find examples*

### 1- Types of headlines

- Sentence headlines

- Phrase headlines

### 2- Headlines most common techniques

- Noun Phrases

- Noun Strings

- Simple Tenses instead of Continuous or Perfect

- Auxiliary Verbs Dropped in Passive Form

- Articles Dropped

- Infinitive to Indicate Future

### 3- Other common techniques

- Puns

- Short words and abbreviations

- Alliterations