



HEADLINES

- OBJECTIVE:

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

Why are headlines important? Discuss.



Language effects.

- You may have already noticed that the style of headlines in broadsheet newspapers is different to that of tabloids.
- Guess which of the following headlines came from a **broadsheet**, or **tabloid**.

Hot pop-erty

SFO called in to EU scandal

Discuss the reasons for your opinion with your response partner.



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?**



Letter 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.

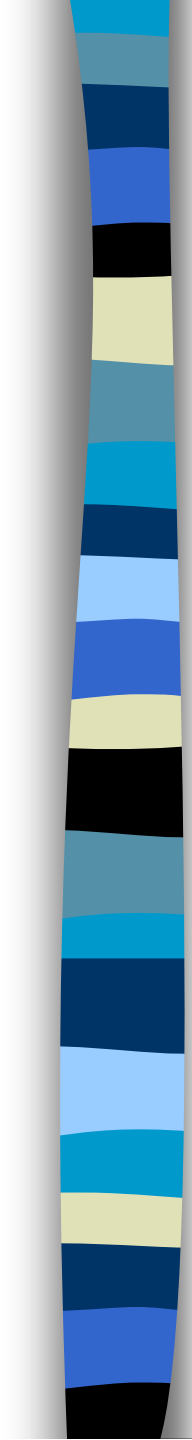


Rhyme

- Examples

Green queen

Glass with class



Punny (?) Headlines

Cover work on homonyms by looking at the way that headlines use puns. Here's some examples...

New Rules Keep Fishermen in Plaice

Sleepless Knights at Haunted Castle

"Sew What?" ask Clothes Manufacturers

Witch Halloween Costume Is For You?

Literacy Hour gives pupils the right to write.

Bakers have Flour Power

A Horse's Mane Problem

Headlines

Read all about it!

ANN AUTHOR TIPPED FOR TOP PRIZE

ALLSTARS TWINKLE INTO CHARTS

MAVIS MUDDLES THROUGH

BATMAN ATE MY RABBIT

GREENGROCER WINS PLUM JOB

POLICE SWOOP ON BIRD SANCTUARY

COLLIE IN TRAGIC RESCUE BID

FIVE IN ROCK SHOCK HORROR

MICKLES DO NOT MAK MUCKLES CLAIM EXPERTS

PHEW - WHAT A SCORCHER!

STORMS LASH WEST COAST



Now your turn...

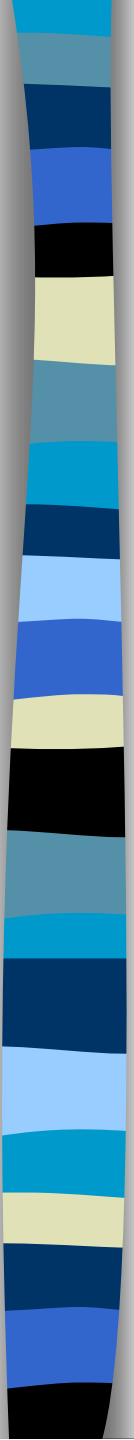
- Try to use one of the language effects in headlines of your own:

Puns

Letter Play

Alliteration

Rhyme



Bias, Fact and Opinion

Aims:

- to recognise the difference between fact and opinion
- to understand why stories may not always be balanced



Fact versus opinion:

There are 25 children in the classroom.

There are lots of bored children in the classroom.

Which is fact and which is opinion?



Fact: can be proven to be true.

Opinion: can't be proven. Is a belief.

5 fantastic offers in store!

Be careful- not all statements with figures are facts.

Fact or opinion?

Sea-life centres have amazing sea creatures on display.

Tobacco contains over 4000 chemicals.

Tigers kept in safari parks are happier than those kept in zoos.

50% sale- prices can't be beaten.

20% of students at BSCS eat school lunches.



TASK TWO

1. Write **two facts** about a **pop group**.
2. Write **two opinions** about a **pop group**.
3. Write **two facts** about **school**.
4. Write **two opinions** about **school**.
5. Write **two facts** about food.
6. Write **two opinions** about food.



Task:

- Look at the two articles in front of you.
- Highlight any facts you can find in one colour and opinions in another.
- Which article seems more factual?

Why?

Fact and Opinion

Bored pupils riot as staff walk out

A MOB of 300 youngsters ran riot through their school yesterday - because they were bored.

It happened when teachers at the 100-staff comprehensive refused to do dinner duties and walked out in a union dispute.

Only the headmaster and two teachers were on duty, and they were powerless to act.

People living nearby watched, terrified, as gangs of 15 and 16 year olds rampaged through the 1000-pupil school at Bideford, Devon, chanting, "We want a riot!" as they smashed windows.

Police who rushed to the giant complex in seven cars calmed the frantic pupils.

Disturbance in Devon School

A DISTURBANCE involving as many as 300 pupils occurred yesterday in a school in Bideford, Devon.

Teaching Staff were taking part in a National Union of Teachers pay dispute and were unwilling to do unpaid supervision. The incident took place at lunchtime when, as a result of the dispute, only the headmaster and two other staff were on duty.

Some local residents were alerted by noise coming from the usually quiet school. They contacted the police who arrived quickly and soon calmed the situation, but not before at least two of the school's windows had been broken by pupils.

Highlight all the facts in one colour and then choose another to highlight opinions.





Biased or Balanced?

If a newspaper or magazine article is **biased**, it means that it takes sides and does not give a fair representation of both sides of an argument.

If a newspaper or magazine article is **balanced**, it means that it does not take sides and it considers both points of view in an argument or situation equally.

Here are two short articles about the same subject. Do you think they are balanced and fair articles, or do they take sides and present only one point of view?

Ain't they got anything better to do?

Imagine the scene: you're a poor, lonely 87-year old woman, fiercely independent and used to living alone. The house you have lived in all of your life becomes freezing as temperatures plummet in winter. You have no central heating and little money. In desperation you walk 3 miles to a local park and cut down a tree for firewood. Whilst lugging the heavy wood home, you are stopped by the police and arrested for destroying public property! This is policing gone mad. Why arrest the poor and helpless when real criminals are roaming the land?

Woman arrested for chopping down tree

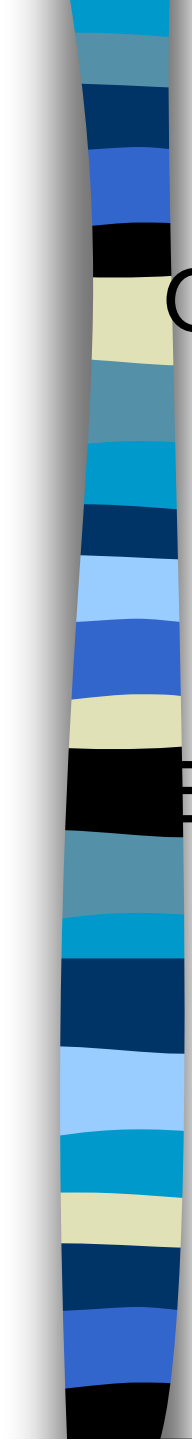
Brenda Haindrock, 87, was arrested yesterday for chopping down a tree in Pumley Country Park.

Police Constable U. R. Nicked said the pensioner was apprehended at 5pm on High Street as she dragged a tree along the pavement.

Mrs. Haindrock, when interviewed, said: "I have no money for coal or firewood, so I chopped down a public tree. I'm a member of the public so why I can't I do that."


A police spokesman said: "Destroying public property is a crime."

So, which article do you think is biased and which balanced? Why?



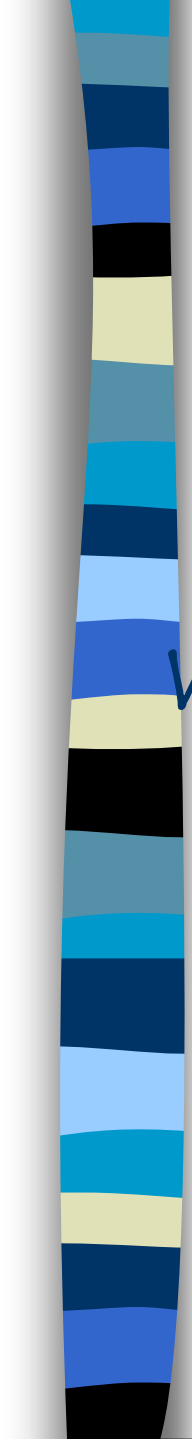
Objectivity : not allowing personal
opinion to get in the way.
Providing a **balanced** view.

Bias: favouring a certain side and
presenting an **unfair** view.



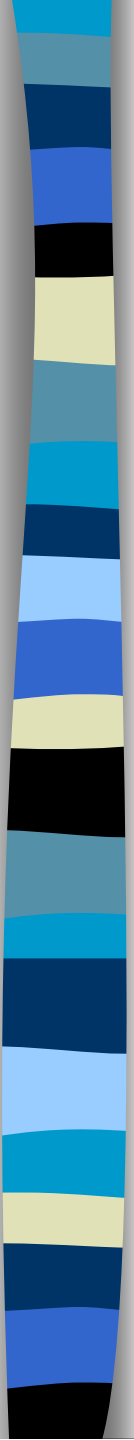
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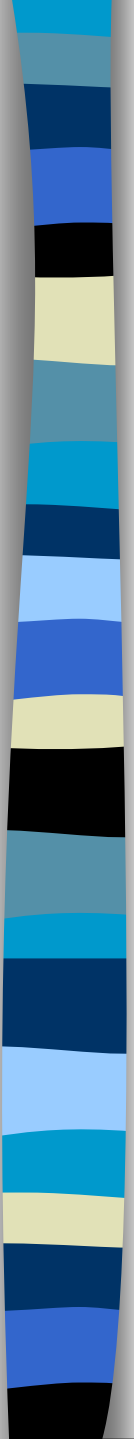
Arsenal beat Manchester United 2-1 yesterday afternoon. Man United fans looked on as Arsenal managed to score the deciding goal one minute into overtime. Henry was awarded a penalty after allegedly being tripped by Ferdinand. The controversial decision by the referee sealed the fate of Man United and severely hindered their chances of winning the Premiership.



Re-write this sports article so that it presents a biased view. Imagine you, as the writer, are a supporter of the losing football team.

What could you include?





Self Esteem

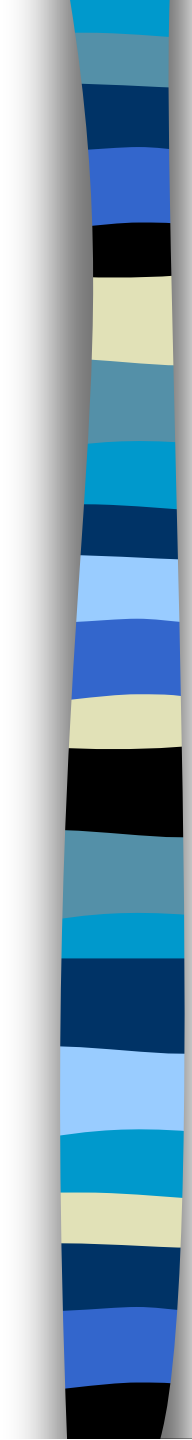
Objective:

1. To define the term 'self-esteem'
2. To identify what factors influence self-esteem and to evaluate them



Task One: Definition builder

- How would you define self esteem?
- “A feeling of pride in yourself.”
- “How you feel about yourself: How you feel about who you are, how you act.”



Positive self esteem starts with you recognizing your own strengths.

In your books create a list for each of the topics below:

- 5 favourite things about yourself
- Top 5 achievements so far this year

Positive Body Image

Combating the Media's Beauty Myth



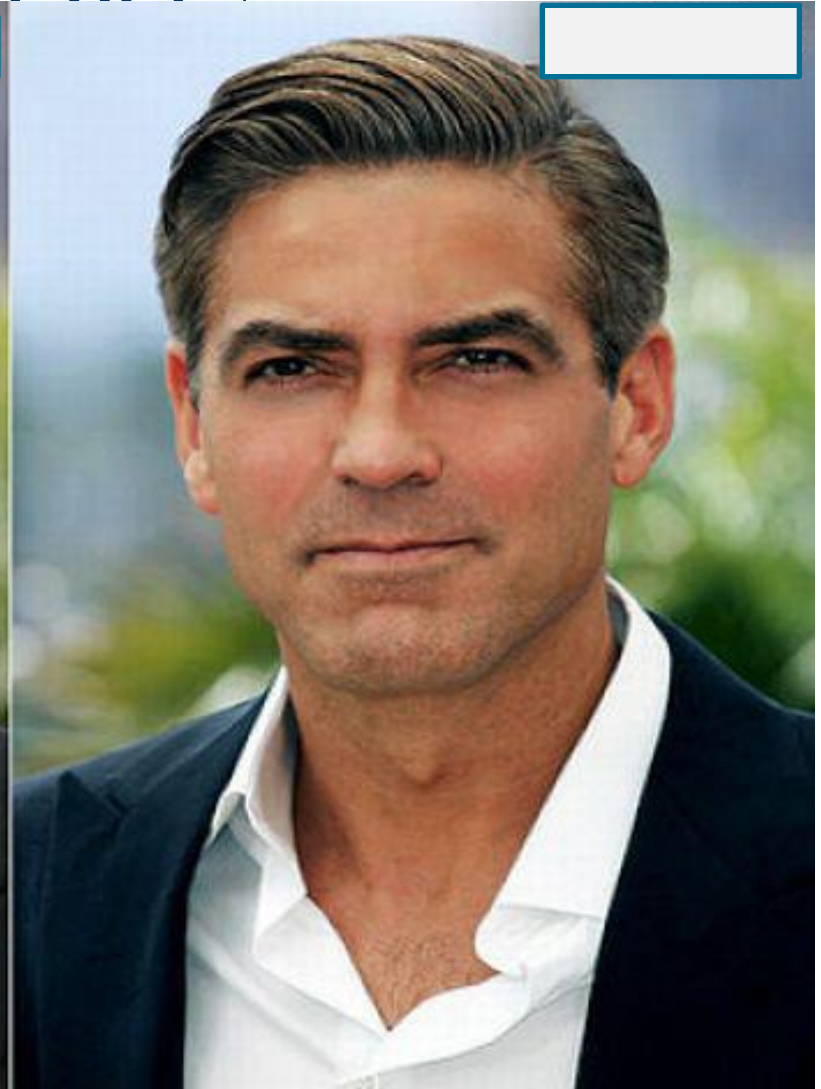
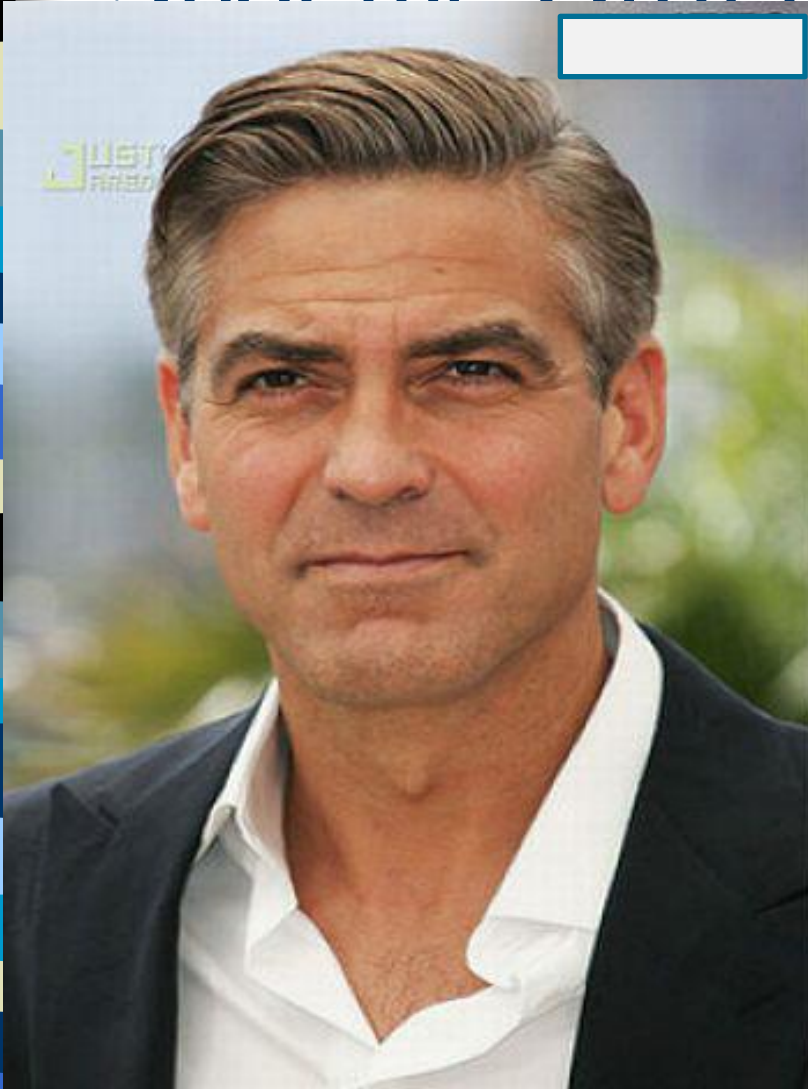
Spot the Difference!



Spot the Difference!



Spot the Difference!



Time to test your skill:

I want you *as a class* to guess who's
the model





This lady isn't really a model. She is a teacher. This photo is from a photo shoot with a professional photographer.

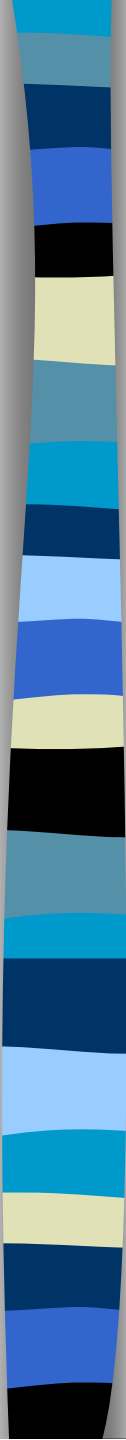
Task: What is it that makes this image look good? How does it differ from 'normal' pictures?

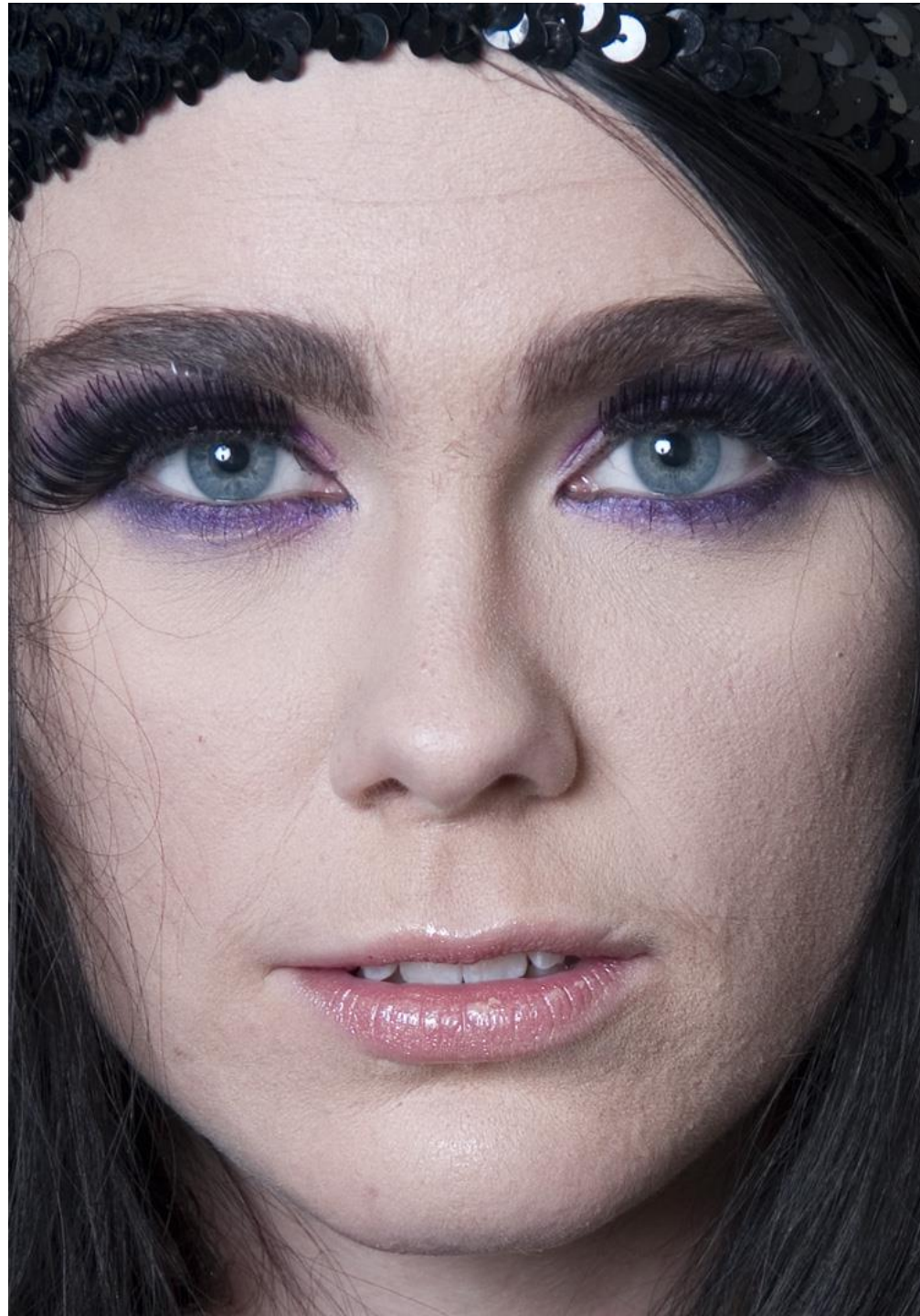
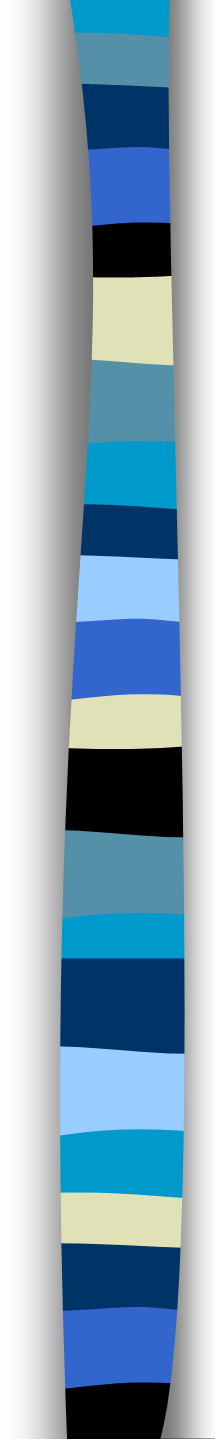




This lady is a professional model. This photo is from a photo shoot with a professional photographer.

Task: What is it that makes this image look good? Do you think there has been any editing to this image>







This lady isn't really a model. She is a friend of the photographer.

Task: Do you think on an average day this is her appearance? Why or why not?





The following quotes are by a photographer. What do you think?

“They are actually considering passing a law that requires any photo that has been retouched to have a disclaimer on it letting the viewer know it's been manipulated.

Unfortunately, that will mean just about every single image printed will come with a disclaimer.

Especially because it's such a thin line - is it okay to remove a pimple? What about fixing a wrinkle in a shirt? How much can you slim a waist before it's considered manipulated?”

Discussion: what do you think?



“Images have been retouched way longer than PhotoShop has been around, it's just easier now. What used to be done only by very talented photographers with paints and chemicals in dark rooms are now done by the masses with computers. And it's being done to an extreme.”



“What you see in magazines is not real.

Start off with a model who is naturally stunning - then add a complete hair, makeup and wardrobe team.

Then get her in a studio with lighting that flatters her and minimizes any potential bad shadow.

Then take that image and spend anywhere from 1-8 hours retouching it (on average.

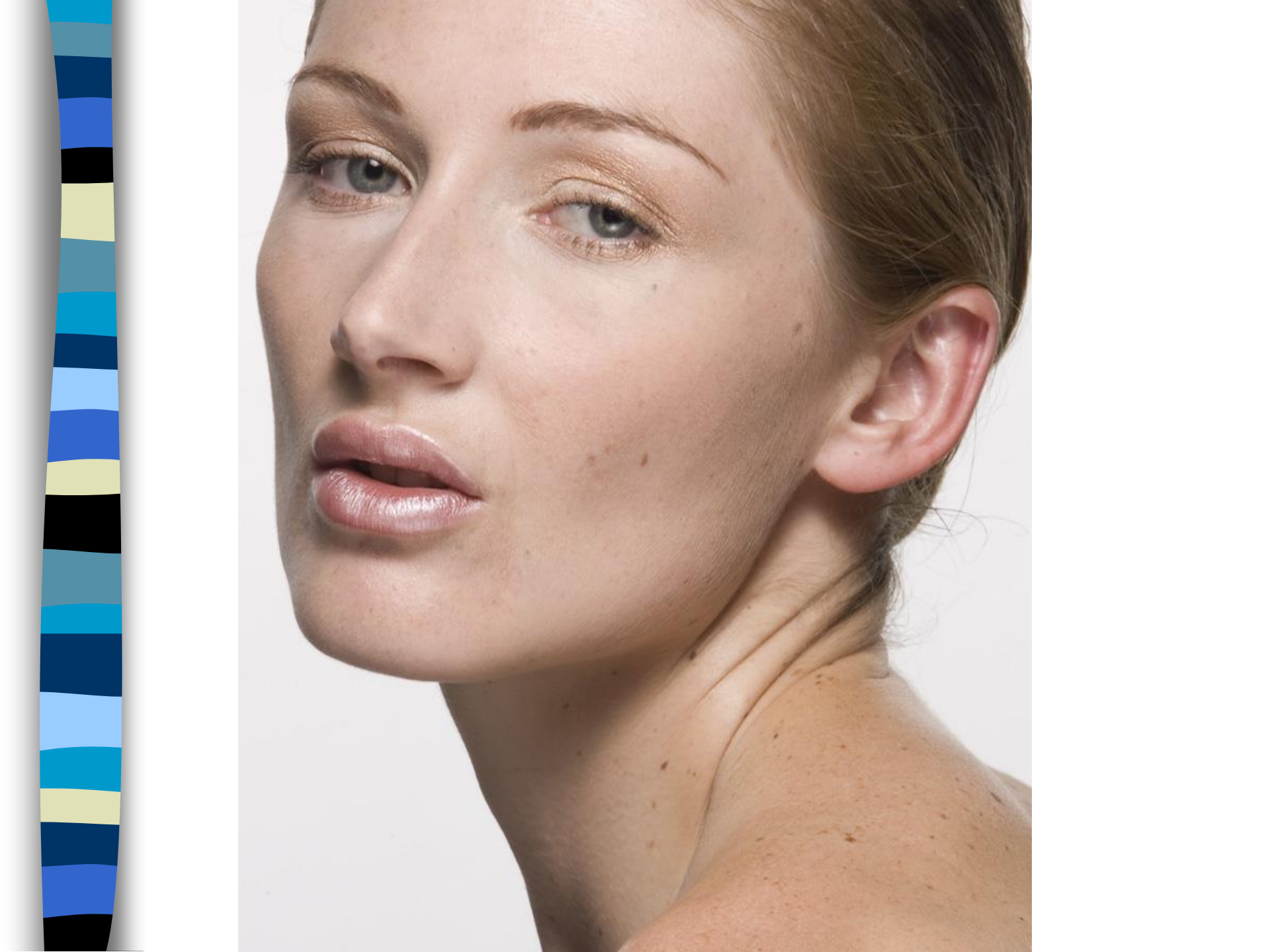
I've seen some photos that the retoucher have spent over 12 hours or more working on).”



“I remember working on a photo and Steph, my old roommate, came over to see what I was doing. I showed her the before and after and she was shocked. "Do they do that for magazines and stuff, too? I mean, I know they airbrush pimple or wrinkles or bags under the eyes... but they actually reshape the body!?!“

Discussion: Does the final product have any resemblance to the original?







- ugly spots?
- beauty spots?

Does beauty mean looking like everyone else?

“I told her that's a major part of any professional photo shoot she looked at me and said "Well, shoot. I'm suddenly way less self-conscious now that I know even models aren't perfect!"



Plenary: reflection

- Does photo editing have a negative impact on young people?