

Webquest | Headlines

1. From the Purdue PPT, define the following: deck, kicker, subhead, jump head
2. In the two resources from Professor Gibson, give at least three basic rules for using verbs in headlines?
3. From Gibson's site: **"Polly want a cracker?"** Don't just parrot the lead of the story, and try to avoid stealing the reporter's thunder on a feature story. A good headline captures the essence of the story without pillaging — and, therefore, dulling — the writer's punch. In your own words, what does this mean? Have you been guilty of parroting? Explain.
4. What does Bill Mitchell mean when he says "Make sure the big type does not contradict the little type"?

5. Both Mitchell and Gibson stress the need to be cautious when attempting cleverness in headline writing. Take on the role of the editor in chief and write a 50 word email to your staff about this topic. Some key words to consider: cliché, double entendre, ambiguity, word play, self indulgence.

6. Next, take the Wordle challenge (on the Web). Write your headline here:

Now take a look at the real story/headline. How close were you? Explain.