

NEWS HEADLINE

Refers to a head of a newspaper story or article usually printed in large type and giving the gist of the story or article that follows

Or

Refers to word set at the head of a passage or page to introduce or categorize

The purposes of headlines

- The primary purpose of a news headline is to communicate quickly by accurately telling the most important idea in the story. For a story written in the inverted-pyramid style, the headline should be based on the lead
- If the most important idea of an inverted – pyramid story is not in the lead, the sub editor needs to rewrite the lead before turning attention to the headline
- If a headline is inviting and signals a story of interest, readers may pause to read the story. Thus, a second important role of headlines is to attract readers' attention. While communicating the main idea of the news story and doing it in a way to attract reader's attention, the headline writer must be careful to maintain the tone of the story. Don't use an attention-grabbing headline that is inappropriate to the overall tone or mood of the story
- Headlines are important indicators of a newspaper's general tone and overall approach to the news. Headlines written for a market tabloid such as *Uwazi* or *Kiu* would be out of character in *Rai* or in most serious newspapers. Headlines are a key element in the design and layout of a newspaper. The skilful layout editor decides the size and placement of headlines to help indicate the importance of the story and to make the page attractive
- At many newspapers it is not uncommon for one person to edit copy, lay out pages and write headlines for one or more pages of the daily newspapers. Perhaps no task involved in producing the daily newspaper is both as simple as demanding as good headline writing.

In summary we can say headlines are designed to;

- i. Summarize the story

- ii. Capture readers attention
- iii. Maintain the mood of the story
- iv. Helps set the overall tone of the publication
- v. Indicate the relative importance of the story
- vi. Add to the attractiveness of the page
- vii. It helps organize the news on the page

Characteristics of good headlines

- It is accurate in fact, tone, scope and focus, and it emphasizes the main themes of the story.
- It is balanced and fair and in good taste.
- It is clear, succinct (express clearly and in few words), grammatical, easy to read and easy to understand.
- It catches readers' attention and invites them into the story.
- It has freshness and immediacy.
- By its size and shape, it accurately grades the news

Styles of writing headlines

These are the two most common headline styles used in newspapers today. Styles in writing headlines depend the type of the newspaper, the house style, etc.

1. **Down style and**
2. **Up Style**

“Down” style

This is one of popular headline styles .Only the first letter of the first word in the headline and any proper names are capitalized.

E.g.

- ❖ **Tanga police nabs illegal Ethiopians**
- ❖ **DSJ clears doubt on admission process**

“Up” style

This style calls for capitalizing all “major words” in the title. Not all style guides agree as to what should be considered a major word.

Most agree are nouns, pronouns, adjectives, verbs, adverbs, and subordinating conjunctions (*if, because, as, that, etc.*) which are major words and should always be capitalized

The style leaves articles (*a, an, the*), prepositions, and coordinating conjunctions (*and, but, or, for, nor*) in the minor league where lowercase prevails.

Eg. Failures to Deliver Field Reports Miss Class Sessions

Fake Firm Pocket Tsh 306 bn

TYPES OF HEADLINES

Frequently, they consist of two parts

- i. The primary headline
- ii. The secondary headline.

Primary headlines are visually prominent on the page (THE TOP). This captures the reader's attention and ties into the lead of the story. Secondary headlines (DECK or BANK) add information found in the story

Overall, there are four types of headlines we can use

- Banner Headline
- Skyline Banner Headline
- Hammer Headline
- Kicker Headline

"Banner" headline

Sometimes called *screamer* or *steamers*, can run the entire width of the page.

Page 1

BENNETT, COLEMAN & CO. LTD. | ESTABLISHED 1881 | TIMESOFINDIA.COM | MUMBAI, SATURDAY, SEPTEMBER 26, 2020 | PAGE 32 | PRICE: ₹2.00

THE TIMES OF INDIA

THE COUNTRY IS WAITING TO SEE WHETHER THE PM HAS ANY SELF-RESPECT (L-R): WHETHER HE ACCEPTS THE DECISION OF HIS CABINET BEING CALLED A NONSENSE, OR DOES HE REACT FOR THE HONOUR OF HIS OWN GOVERNMENT (ARUN JAINLEY, BJP)

The ordinance is complete nonsense. It should be torn up and thrown away. The arguments being made in my organization is that we need to do this because of political considerations, that everybody does this. There is a time to stop this nonsense. What the government is doing with this is completely wrong | Rahul Gandhi at an impromptu appearance at Press Club

Under Pressure, Congress VP Forces Stunning Backtrack On Cabinet Decision To Save Convicted MPs, MLAs

Rahul Trashes Ordinance, Shames Govt

Seeks To Salvage PR Wreck, Openly Shows Who's Boss

NEW DELHI: Rahul Gandhi on Friday attacked his own government in the new Congress House, rejecting its "complete nonsense" ordinance to save convicted MPs and MLAs from disqualification.

Gandhis reach out to Mamohan

Congress leader Rahul Gandhi on Friday attacked his own government in the new Congress House, rejecting its "complete nonsense" ordinance to save convicted MPs and MLAs from disqualification.

Will decide on my return to India

Whether you are happy or not, you have to accept the decision of the government. I will decide on my return to India.

Public Humiliation Weakens PM Further

The PM's public humiliation on Friday has weakened his position further.

Politics of the U-Turn

Did Rahul and Sonia not know about the ordinance? They did. They were aware of it. They were aware of it.

Set to go?

Could now lose his seat in SC, MP, MLA or ML-C, pending appeal.

The SC Order & Ordinance

What will happen to the ordinance now? It will be a political decision.

Power of the People: Over 2 lakh join Times Campaign against ordinance

The BJP-led government has been oversteering by Friday night, says a report by the Times Campaign to Stop the Ordinance.

BJP: Belated realization

The opposition charged that the BJP-led government has been oversteering by Friday night, says a report by the Times Campaign to Stop the Ordinance.

Page 2

A skyline banner

Is a headline placed above the nameplate. The skyline banner, also referred to as a **Promo** or a **Teaser**, is used to promote or call attention to an important story on an inside page of the paper

HATE CRIMES GET UP SOMEONE'S ATTENTION LOCAL

76ERS OPEN TONIGHT

AL DUPONT HELDS SCIENCE, MEDICINE CLOONEY'S JOURNALISTIC ROOTS IN WILMINGTON Life

The News Journal

www.delawareonline.com

50c FINAL EDITION

Supreme Court choice sets stage for 'slugfest'

3rd Circuit judge well known in Del., where many consider him qualified

Battle over Alito likely to turn on abortion

Who is Samuel Alito?

Put up a roadside sign, pay a \$25 fine

Revised state law banning cheap advertising now takes effect today

Delaware short \$2.7 billion for road work

State considers raising tolls, gas taxes or dramatically scaling back projects

Dozens of ducks in Canada tested for deadly flu virus

Experts don't think it's strain that has ravaged Asia

DELAWARE'S TOUCHER SIGN LAW

Hammer

Hammers use a big bold phrase to catch your eye, then add a lengthier deck below.

These headlines are usually reserved for special stories or features.

It is often used to draw the reader into the body of the story. The hammer headline should be written to stand independently of the main headline and should add to information given in the main headline

AMERICA'S NEWSPAPER

The SUNDAY Times

The Washington Times \$1.00



Columbia from Space Shuttle Columbia streaked across the sky yesterday over Tyler, Texas. The shuttle broke apart as it re-entered the atmosphere at 12,500 mph, 15 minutes before it was scheduled to land in Florida.

'LOST'

Columbia explodes, killing 7 astronauts

Bush consoles a grieving nation

By Joseph Gut
WASHINGTON, Va. — President George W. Bush yesterday sought to soothe a nation's pain already flayed by escalating world tensions and a U.S. economy in free fall.

"Our entire nation grieves with you," the president assured the families of the seven astronauts who perished aboard Space Shuttle Columbia, which disintegrated as it reentered the atmosphere 207,115 feet over Texas.

"The cause in which they died will continue," Mr. Bush said. "I understand it is not the cause beyond our control by the inspiration of discovery and the longing to understand the journey into space will go on."

While Mr. Bush spoke calmly as he delivered remarks — his brow often furrowed, his voice at times no more than a whisper — his eyes were RUSH, page A8

Brown's parents recall can-do son

By H.J. Dow
WASHINGTON, Va. — Paul and Dorothy Brown were anxiously watching TV reports yesterday when they received a phone call telling them that NASA had lost contact with the Space Shuttle Columbia.

"We thought it was just one little hitch," Mrs. Brown said.

"They lost touch with the shuttle. I think this is serious," Paul Brown, a retired Arlington County circuit judge, recalled thinking.

Their son Harry L. Jr. served as Brown's mission specialist aboard Columbia.

With tear-filled eyes but steady voice, the Brownes expressed parental pride as they bid to see RICHMOND, page A7

SHUTTLE'S FINAL RE-ENTRY

Columbia was traveling 12,500 miles an hour, 18 times the speed of sound, as it descended through the atmosphere, 30 miles over north-central Texas.



By Frank J. Murray
WASHINGTON, D.C. — Space Shuttle Columbia, returning from an emergency mission to rescue the shuttle's crew, exploded on re-entry, minutes before it was scheduled to land in Florida.

"The Columbia is lost. There are no survivors," President Bush said in a short address to the nation after the unexpected explosion brought him rushing back to the White House from Camp David.

There had been no hint of trouble from the crew, whose last radio transmission was, "Roger, Uh, huh..." to a controller at Houston who said that a message he repeated.

Only static was heard after that transmission at 11:28 a.m. The shuttle, which was scheduled to land at Kennedy Space Center near Cape Canaveral, Fla.

Mr. Bush telephoned to console astronauts' grieving families before they were evacuated from Florida to Naval Air Station Pensacola and Space Administration officials.

The president then assured the nation shortly after 7:04 p.m. that no one would be injured and that NASA would continue to search for the shuttle's crew.

"The cause in which they died will continue... Our journey into space will go on," Mr. Bush said of the first fatal accident in the U.S. space program involving a spacecraft returning to Earth.

They were lowered to the ground in the United States and an effort to recover the crew of the shuttle and its hardware was being made by the Navy's 7th Fleet.

see SHUTTLE, page A6

INSIDE

BROKEN UP — Columbia's crew is in a state of shock.

FOCUS — Investigators to look at shuttle's fate.

WORLD REACTION — Yanks' Trolley about accident; others offer condolences.

LOOK AHEAD — Space program's future hinges on results of probe.

HISTORY — Shuttle's U.S. space exploration.



Mourning a son: Paul and Dorothy Brown, parents of Columbia mission specialist Capt. David M. Brown, see their son's death as 'going to 14 later.'



Kalyani Choudhry



Commander Rick L. Hudson



Payload Specialist Michael J. Smith



Payload Specialist Ellison S. Sizemore

Kicker

Is also called “Eyebrow”. It is the headline above the main headline. The main headline should not depend on the Kicker for its meaning; that is, the kicker should not read into the main headline. Instead the kicker should depend for its meaning on the main headline.

It includes Sub-headlines

- In addition the kicker should be set in type no larger than half the size of the main headline and in different type weight.
- The kicker should extend no more than two-third the width of the main headline.
- Many publications underline Kickers.
- Set in a contrasting font style (regular or italic) or weight (light or bold).
- In Mwananchi house style they write in capital letters

DISPROPORTIONATE ASSETS CASE

SC refuses Jaya's plea to defer trial

EXPRESS NEWS SERVICE
NEW DELHI, MAY 13

THE Supreme Court Tuesday declined a plea by Tamil Nadu Chief Minister J Jayalithaa to defer her trial in a corruption case, currently going on in a Bangalore court.

A bench of Justices B S Chauhan and A K Sikri turned down a plea to stall the trial in the criminal case relating to disproportionate assets after noting the protracted nature of the trial. Additional Solicitor General Sidharth



J JAYALITHAA

menting on the argument that the allegations in the criminal case had a direct connection with a civil case, also pending

the properties, which have been attached as ‘benami’ holdings of Jayalalithaa, in fact, belonged to it and this plea be decided first before the lower court proceeds with the trial in the assets case.

The court, meanwhile, allowed the company, which has separately challenged the attachment of properties, to ask for the relevant documents that had been filed with the chargesheet in the case.

The plea of the company is coming up for hearing on May 15 in the lower court while the assets case is listed for argu-



Figure 10: Kicker and rider with two lines of headline

How to write headlines

Writing headlines, it has been said, is easy. All you have to do is make them accurate, fair, clear, precise, punchy, thoughtful, inviting, relevant, urgent and readable and do it in half a dozen words, often in three or four seconds

Obviously, that's stretching the point. The truth is, headline writing is often the most difficult and demanding part of a sub editor's job. What a reporter said in 30 words or more in a lead, a headline writer might have to say in six words or less. But it can be done

- A headline is written after the story has been carefully edited, a process that generally requires three readings of the story. During each reading a copy editor makes a mental notes about headline ideas.
- Remember that, unlike the copy editor, the audience will read the headline before reading the story.
- A perfectly crafted headline that lacks meaning until after the story is read is unacceptable.
- Make the headline say something; don't write on heads.

- The most important rule of a headline is to be ACCURATE. This rule has no exceptions. No matter how interesting a headline may be, it worth nothing unless it is accurate.
- You can write the headline from information in the lead, but do not “**stutter**” (stammer) by repeating the wording of the lead so that readers read the same words twice.

The headline, like the lead should focus the most up-to-date information in a continuing story. Don’t put a first-day headline or lead in a second day story.

E.g.

- First day headline

20 injured in Dodoma bus accident (not good) or

Traffic accident injures 20 in Dodoma

Second day headline

‘Sounded like a bomb,’ Dodoma survivor says

Headlines should be specific as possible within space limitations.

Eg

- Killer storm hits” The headline is not as good as ;
- **Storm kills four**

Be sure to use ATTRIBUTION in headlines that convey opinion and for direct quotations. Otherwise the news headline will read like an editorial-page headline. For example

- **‘Budget unfair’** is an opinion, which could be taken as the newspaper’s unless attributed.
- **Budget ‘unfair,’ MP says**

Another important guideline for writing headline is to avoid LIBELOUS statements. In many states a libelous headline is grounds for a a lawsuit, even if the story contains no libelous statements

A related rule is to respect the rights of the defendants. Don't convict an accused person in a headline. In many law systems, a person is considered innocent unless proven guilty. The burden of the proof is on the prosecution side, not the defendant.

E.g.

- “ **Arusha Mayor steals from public treasury**” could cause problems; a better alternative is
- **PCCB charges Arusha Mayor with stealing public funds**

Write headline that tell what happened rather than what did not happen:

For instance

‘No one dies in storm’ This headline is less informative, the alternatives,

‘Storm topples television tower’

Storm rips roofs from homes”

Every news story headline should have a VERB. Avoid *dead heads*, which merely label stories. For example,

“ **Bunge session**” This headline tells readers very little. Better alternative Is;

Bunge fires Mbeya Legislator

Use the ACTIVE VOICE rather than the passive voice, because the active voice gives the headline greater impact. Instead of ‘**Demonstration staged by teachers**’ write

Teachers stage Demonstration

Headlines are written in PRESENT TENSE to indicate both the *present* and the *past* action;. Instead to writing,

- ‘ **Kiduku defeated Dulla Mbabe**’ Write

Kiduku defeats Dulla Mbabe

The present continuous is sometimes used, mostly to give the meaning of something that is developing.

Example:

Cheka, Maugo flexing their muscles

The infinitive is used to refer to the future.

Example: DSJ to spend 70m on research, development projects

Use only common abbreviations and acronyms in headlines. Except for abbreviations commonly used in writing for the public audience, abbreviations would not appear in headlines.

For example this headline uses abbreviations incorrectly;

DJ II sinks DJ I 2 nil

Some acronyms- words formed from initial letters of a name, such as CCM, TLP, WHO, BBC, CNN, AIDS are acronyms that most Tanzanian readers immediately recognize and understand.

Eg.

WHO ranks Tanzania 18 position over Malnutrition

PUNCTUATION is important in writing headline just like in story writing. In most cases headlines are punctuated like sentences but without a PERIOD at the end. (.)

But there some few exceptions, like;

1. **COMMAS-** may be used to replace the word AND as in these examples;

President appoints Adrian, Rita as Ambassador

2. **SEMICOLONS** are used as in sentences to separate independent clauses:

E.g.

- **Storm rips roofs; rain floods Dar streets**

A semicolon is needed in this example because the headline contains separate clauses, each with its own subject and a predicate verb.

3. **PERIODS** are used in headlines for some abbreviations. They are not used to design the end of the headline.
4. Ampersands (symbols) should not be used in headlines except when they are customary part of the title or phrase, such as Jandu & Sons
5. **HYPHENS** should not be used at the end of the headline.

6. EXCLAMATION MARKS are almost never needed in a headline. However, in its eagerness to emphasize the unusualness
7. QUESTION MARKS are rarely effective, because a news headline should answer questions rather than asking them. Exception are those few stories that not only asks a question but immediately answers it. Eg

Fake drugs? No whey!

- 8 QUOTATION MARKS - in headlines should be single quotation marks rather than double quotation marks, to save space:

E.g.

- **Speaker calls tax plan ‘ a wonderful for big business’**

- 9 **Colons and dashes** may be used in headlines to indicate attribution. A verb of attribution, such as **says** is preferred. But where space does not allow a word, a colon or dash may take its place.

E.g.

MP. Cheyo: Budget ‘Unfair’

Budget ‘unfair’- MP. Cheyo

NOTE

Use a colon after the **name** of the person and before the **opinion**. If the opinion comes first, use a dash

- Write the headline with UP-STYLE OR DOWN- STYLE capitalization.
- In an earlier era, newspapers and magazines commonly set headlines all in capital letters.

E.g. **JK TO ACT ON ILLEGAL LOGGING**

But legibility research has demonstrated that type set all in capital letters is more difficult to read than type set in capitals and lower cases letters, so most publications have abandoned the all-caps style of headlines

Some newspapers, capitalize the first letter of each word and all other principle words. This practice is called FALSE CAPITALIZATION or UPSTYLE.

E.g. **Committee Formed to Help Drivers**

However, researchers have discovered that UPSTYLE also slow reading.

Most newspapers today use DOWNSTYLE headlines, meaning that sentences-style capitalization is used. The first word of the headline and proper nouns. All other words are set in small letters. Eg. **Karatu petition case resumes**

Placement of headlines

Typically a headline is placed above the story. A headline should never appear below the story, but it may be placed to the side.

A side head is almost always placed to the left of the story, although in extremely rare circumstances a side head to the right can be effective

Sidesaddles parks the headline beside the story, rather than above. It's best for squeezing a story, preferably one that's boxed, into a shallow horizontal space

<h1>Hula hoops sweep nation this summer</h1>	<p><i>By Mike Brewster</i></p> <p>Pleff lorem monaq morel plaff lerom baple merol pliff ipsum ponaq mipsu ploff pimsu caple supim pluff sumip qonaq issum daple ussum ronaq ossom fap25 abcde tonaq fghij gaple klmno vonaq pqrst haple uvwxy nonaq zzzz.</p> <p>Laple pleff lorem monaq morel plaff sumip qonaq issum daple ussum ponaq gaple klm50 lorem monaq morel plaff lerom baple merol pliff ipsum ponaq mipsu ploff pimsu caple supim pluff sumip qonaq issum.</p> <p>Daple ussum ronaq ossom faple abc75 tonaq fghij gaple klmno vonaq pqrst haple uvwxy nonaq zzzzz laple pleff lorem monaq morel plaff sumip qonaq issum daple ussum ponaq gapl.</p> <p>Klmno pm100 pleff lorem monaq morel plaff lerom baple merol pliff ipsum ponaq mipsu ploff pimsu caple</p>	<p>supim pluff sumip qonaq issum daple ussum ronaq ossom fa125 abcde tonaq fghij gaple klmno vonaq pqrst haple uvwxy nonaq zzzzz.</p> <p>Laple pleff lorem monaq morel plaff sumip qonaq issum daple ussum ponaq gaple km150 lorem monaq morel plaff lerom baple merol pliff ipsum ponaq mipsu ploff pimsu caple supim pluff sumi.</p> <p>Qonaq issum daple ussum ronaq ossom faple ab175 tonaq fghij gaple klmno vonaq pqrst haple uvwxy nonaq zzzzz laple pleff lorem monaq morel plaff sumip qonaq issum daple ussum ponaq gaple klnop m200.</p> <p>Pleff lorem monaq morel plaff lerom baple merol pliff ipsum ponaq mipsu ploff pimsu caple supim pluff sumip qonaq issum daple ussum ronaq ossom fa225 abcde tonaq fghij gaple klmno vonaq pqrst haple uvwxy nonaq zzzzz laple pleff lorem monaq morel</p>
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A side head is particularly useful for filling a wide, shallow space at the top of an inside page.

Generally, a headline should cover all columns of a story. That is, if the layout calls for the story to be wrapped across more than one column, then the headline should extend across the top of all the columns

Raw wraps, also called *Dutch turns*, are columns of type without a headline above them. Raw wraps should not be used routinely, but they can help give good display to a graphic or other artwork

Headline counting

The headline writer must compose a headline that will fit into that limited space to squeeze in extra letters by very slightly reducing the headline's point size. Some newspapers do not allow squeezing headlines in that fashion. At others, substance outranks form

Although the headline count will vary from newspaper to newspaper depending on the type family used, the following is a typical schedule.

Counting words manually

Each character has a unit value corresponding to the amount of horizontal space it occupies, relative to other characters. The following are the exact values:

- **Capital letters** = 1.5 units
Except: M, W = 2 units
l = 1 unit
- **Lowercase letters** = 1 unit
Except: m, w = 1.5 units
l,i,f,t = 0.5 unit
- **Punctuation** = 0.5 unit Except: dash,
question mark = 1 unit
- **Symbols** (% , # , & , \$) = 1 unit
- **Numbers** = 1 unit
- Except: 1 = 0.5 unit
- **Space between words** = 0.5 unit

Counting with computer software

Computers have immensely simplified the job of headline counting. Now the sub editor working at a computer can strike one or more keys to instruct the computer to count the headline that has been written.

The commands that the editor uses vary slightly according to the computer system and layout software being used, but all are relatively easy to learn, and all speed the headline writing process.

Until recently, sub editors were instructed that the maximum headline count was absolute, because “you can’t squeeze type.” Today, however, type can be “squeezed” slightly through a technique known as *kerning*.

Computers can be programmed for *positive kerning*, which means fitting letters together more closely, or *negative kerning*, moving letters farther apart. But many editors frown on kerning because squeezed and stretched type has an unnatural look

Many experienced editors become so attached to the first line of a headline that they are reluctant to give it up even when they are unable to find a second line to go with it. Editors should see the headline as a whole rather than as a group of separate lines.