

Words and Writing

Mod 7, Part 7

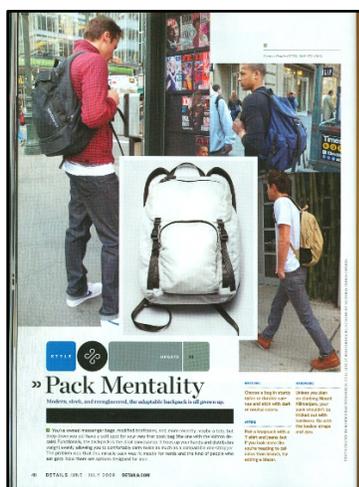
Headline Writing Magazine

Student's Name: _____

Today's magazines are using funny, clever, and intriguing words and designs in their headlines to grab the attention of readers. Headlines must strike a balance between substance and style in a way that is appropriate for students. They also need to achieve their purpose in roughly five words or less. Headlines should accurately reflect the coverage on the accompanying page or spread and create enough interest that the reader's wants to know more.

Instructions: Take a look at the following examples of headline writing. Write a sentence or two of why you think the headline is effective or not.

1.



Effective or Not and Why?

2.



Effective or Not and Why?

3.



Effective or Not and Why?

4.



Effective or Not and Why?

5.



Effective or Not and Why?
