**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Reporting and Editing**

**ASSIGNMENT-2**

**Question 3**

Discuss about kinds of headlines

**Discuss About Kinds of Headlines**

**Introduction**

Headlines are words and phrases printed in large types over each story in a newspaper or magazine. Newspapers sell news and headlines are a means to attract the readers towards the news items. The assigning appropriate headline to a news is a unique challenge. The headlines of the news items are much more than just a set of words. It should be distinctive as possible.

**Unique features of headlines**

Normally, the reporters gather news and then sub-editors correct and refine the copy. Writing headline for a news story is an essential task of the editing process. The following are the major functions of a headline

1. It should attract reader’s attention
2. The headline should ummarise the story
3. It should help the reader index the contents of the page
4. It should depict the mood of the story
5. It should set the tone of the newspaper
6. It should provide a better layout to a newspaper

**Types of headlines**

Though the functions of headlines remain the same, their styles change constantly like fashion. Early newspapers’ first news display lines were short and slender. It was nothing more than a topical label like: Latest from Europe, Latest from warfront, Palace News, etc. Then there were multi-deck headlines in most newspapers. The more the deck, the more important is the story. More decks implied that the stories were important. Presently, multi-deck headlines are out of fashion. It consumes more time to write and reduces the newsprint space. Single deck headlines are the present style in most newspapers. By adding, more lines or by varying the length of the lines, designers have created the hanging indention, inverted pyramid and the pyramid style of headlines. The headlines that stretches across all columns of a newspaper is called a banner, streamer or ribbon. Reputed newspapers will not display such headlines on every day. They will display such headlines only on deserving occasions. Headline that appears above the name plate of a newspaper is called a skyline. This type of headline appears on very rare exceptional occasions

**Some do’s & don’ts**

        Make the headline easy to read. The key purpose of the head: to communicate.

* Don’t mislead reader and exaggerate
* Maintain neutrality.
* Remember the rules of grammar and use them.
* Don’t split nouns, modifiers, verbs and prepositional phrases over two lines.
* Each line should be a unit by itself.
* Abbreviate sparingly .
* Verify accuracy -- and avoid any word that can carry a double meaning.
* Make the head complete in itself (especially true for news heads).
* Don’t begin with a verb (“Saves daughter from fire”).
* Use present tense to indicate past (“Bush wins presidency”).
* Don’t use present tense to indicate future unless necessary; add time element for clarity.
* Don’t use common or unrecognized names in heads.
* Don’t use said, when you mean said to be  (“County said considering tax increase”).
* Don’t use feel, believes or thinks.
* Don’t pad heads with unnecessary words.
* Avoid slang unless relevant to feature story and headlin

**Conclusion**

Many readers read only the headlines as these give a basic idea of the contents of a newspaper. Writing headline for a news story is an essential task of the editing process.

**References**

1. Floyd K. Baskette et al (1996). The Art of Editing. NewYork: Taylor & Francis
2. Montagnes, I. (1991). Editing and Publication: A training manual. Philippines: International Rice Research institute.