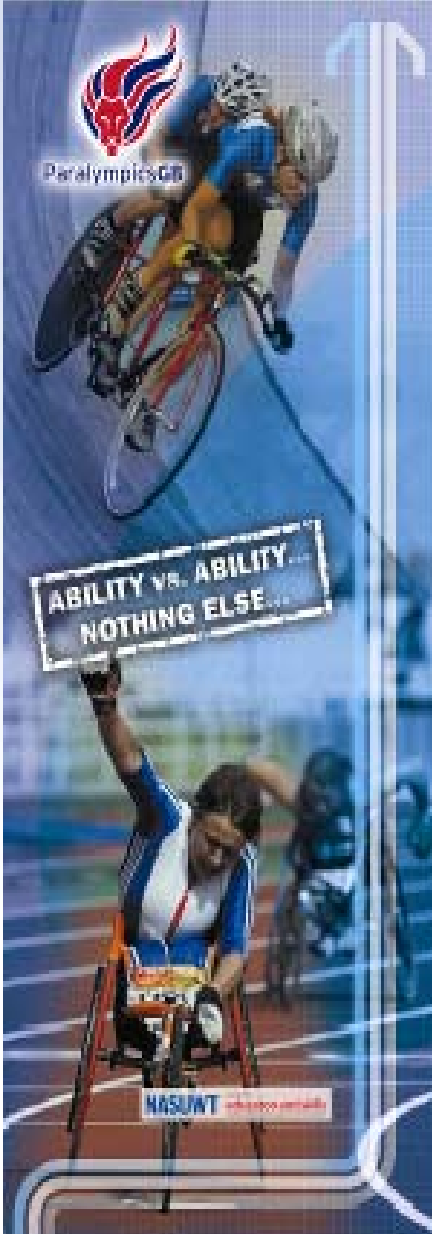


NASUWT



abilityvsability Schemes of Work

Structuring a newspaper article

Headline

Once you've written a draft of the newspaper article, think about your headline.

What is the most important single message you want to get across? Write down a phrase that sums this up for you. This will be the basis for your headline.

Now work through the checklist below to see whether you could improve on the draft headline. Your article might also need some straplines too - have a look at the last bullet point.

- Is it emboldened or in **large font**?
 - Is the style concise? (are words like 'a' and 'the' missed out)
 - Is it in the present tense? (**Plane crash kills 200**)
 - Is it
 - sensational - causes strong feelings of horror, disgust or shock (**Space ship lands on sports hall**)
 - emotional (*Taken by **cruel** sea*)
 - punning - using words that have more than one meaning (**Bricklayers *cement* deal**)
 - informative - no opinions given (**Bank clerk shot in Lowestoft**)
 - colloquial - words closer to speech than to formal writing (**Fed up boss hits the booze**)
- Is there any **alliteration**? - words beginning with the same sound (**Firework finale at flower festival**)
- Are there **straplines**? - giving more information about the headline (**Third baby for TV star**)

Newspaper article

Using your draft newspaper article, now think about your viewpoint on the 2012 London Olympic and Paralympic Games. Again, work through the checklist below to see whether you could improve on your article.

- Is the story set out in **columns**?
- Are the **paragraphs** short?
- Does the first **paragraph** make you want to read on?
- Are interesting phrases or quotes from the story used as minor headlines or straplines to catch the reader's attention?
- Do the rest of the paragraphs give more details about the **who, when, what, why, how** of the story?
- Does the **style** repeat key details (*a 28 year old man...; Michael Rogers ...; Mr Burke, from Twickenham ...*)?
- Are **reporting words** used (*It is believed that ...; Mr Rogers is currently ...*)
- Are there **interviews**? Are quotes from one interview scattered throughout the story or is all the interview text together?
- Is the story written in the **past tense**?
- Is there a **concluding paragraph** to give the story a good ending (*Technology - who needs it!*)

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