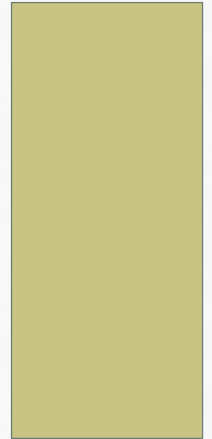


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ENGLISH FOR
CONTEMPORARY MASS MEDIA

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NEWSPAPER FEATURES

- **Masthead**
- The title of a newspaper or periodical as it appears across the first page, front cover, or title page of each issue. Also called nameplate.
- **Main Headline**
- It is the most interesting and important headline of the news story of the day. It normally printed in the largest bold type and stretched across the front page.
- **Deck**
- It is the second headline of a news story, appearing between the headline and the news article.
- **Kicker**
- An additional information of a news story, placed above the headline to make it clearer. Also called the “Eyebrow” or “Overline.” Not every headline has a kicker.

NEWSPAPER FEATURES

- **Jump line**
- Jump line or Continued line is the information which appears underneath an unfinished news story in order to tell its reader where he can read the rest of the story.
- **Byline**
- It tells the readers the name of the writer of the news story. It is sometimes called the “signer.” Not every news article has a byline.
- **Cut**
- It refers to an illustration that appears on a page. It can be a photograph, drawing, map, graph, etc.
- **Caption**
- It is a written description that appears under or beside each cut. Also known as “Cutline”.

ACTIVITY 1

- **Directions: Write the newspaper features for each definition.**
- 1. **Caption** = It is a written description that appears under or beside each cut. Also known as “Cutline”.
- 2. **Kicker** = An additional information of a news story, placed above the headline to make it clearer. Also called the “Eyebrow” or “Overline.” Not every headline has a kicker.
- 3. **Main Headline** = It is the most interesting and important headline of the news story of the day. It normally printed in the largest bold type and stretched across the front page.

ACTIVITY 1

- 4. **Masthead** = The title of a newspaper or periodical as it appears across the first page, front cover, or title page of each issue. Also called nameplate.
- 5. **Byline** = It tells the readers the name of the writer of the news story. It is sometimes called the “signer.” Not every news article has a byline.
- 6. **Deck** = It is the second headline of a news story, appearing between the headline and the news article.
- 7. **Jump line** = It is the information which appears underneath an unfinished news story in order to tell its reader where he can read the rest of the story. Also called Continued line.
- 8. **Cut** = It refers to an illustration that appears on a page. It can be a photograph, drawing, map, graph, etc.

ACTIVITY 2

- **Directions: Matching the newspaper features with their synonyms.**
- 1. Jump line
- 2. Byline
- 3. Caption
- 4. Masthead
- 5. Kicker
- a. Cutline
- b. Nameplate
- c. Continued line
- d. Overline, Eyebrow
- e. Signer

NEWSPAPER HEADLINES

- Function

Headlines



Eye-Catching

ACTIVITY 3

- **Observe and investigate all headlines 1-10. Categorize them into group. How many groups can you categorize them?**
- 1. Suthep to undergo shoulder surgery
- 2. Karachi airport under attack again
- 3. 12 dead in Karachi airport siege
- 4. Indonesia presidential candidate defends rights record
- 5. China police arrest woman over Twitter comment
- 6. South Korea hospital fire kills 21
- 7. Choose That Girl! Madge jets to Africa to adopt girl
- 8. Love's Labour's Lost
- 9. Family's pet dog butchered
- 10. Under Pressure from Boss

Phrase Headlines

1. Suthep to undergo shoulder surgery

2. Karachi airport under attack again

3. 12 dead in Karachi airport siege

8. Love's Labour's Lost

10. Under Pressure from Boss

Sentence Headlines

4. Indonesia presidential candidate defends rights record

5. China police arrest woman over Twitter comment

6. South Korea hospital fire kills 21

7. Choose That Girl! Madge jets to Africa to adopt girl

9. Family's pet dog butchered

TYPES

- **Sentence Headlines**
 - *Police rescue 12 divers as launch sinks off Phi Phi*
 - *Pen manufacturers still see good future for luxury pens*
- **Phrase Headline**
 - *Getting in touch with the spirits*
 - *Reward for tracing suspect*

ACTIVITY 4

- **Observe all headlines**

- Article (a, an, the)
- Auxiliary verbs (is, am, are, do, does, did, have+ v3)
- Main verbs
- Pronouns (he, she, it, they,...)
- To infinitive (To build)
- Present Simple (They **kill** John. Peter **kills** John)
- Past Simple (They **killed** John. They **became** crazy)
- Past Participle (They **have killed** John, John **was killed** by Peter)
- Abbreviation (PM = Prime Minister)
- Comas,
- Full stop
- Exclamation marks



Use

Main verbs

To infinitive

Present simple

Past Participle

Abbreviation

Exclamation marks

Omit (not use)

Article

Auxiliary verb

Pronouns

Past simple

Commas

Full stop

WRITE HEADLINES

■ cooperation agreement ■ signed.



- Cooperation agreement signed

- ■ Australian ex-judge ■ sworn in to represent the United Kingdom queen.

UK



- Australian ex-judge sworn in to represent UK queen.

LOOK AT THE FOLLOWING SENTENCES WHICH HAVE BEEN TURNED INTO HEADLINES. MAKE A LIST OF WHAT CHANGES HAVE BEEN MADE TO TURN THEM INTO HEADLINES.

- **1. Three people have been killed in a terrible shop fire.**
- **1. Terrible shop fire kills 3.**

- **2. The Boston Red Sox have humiliated the Toronto Blue Jays, who lost 8-0.**
- **2. Boston Red Sox humiliate Toronto Blue Jays 8-0**

- **3. Police mistakes have led to 183 crimes not being detected.**
- **3. Police mistakes: 183 crimes not detected**
- **4. A judge has sentenced a lottery winner to jail for a bank robbery.**
- **4. Lottery winner jailed for robbery**

LOOK AT THE FOLLOWING SENTENCES AND TURN THEM INTO HEADLINES.

- 1. A very rare breed of bird has returned to the United Kingdom after more than 400 years.

Rare bird returns to UK after 400 years

- 2. A drunk driver caused an accident on route 95, which resulted in two people being killed.

Drunk driver kills 2

- 3. The Australian Prime Minister is going to open a new hospital in Melbourne.

Australian PM to open hospital in Melbourne

- A forgotten brother has appeared after a long period of time.

Forgotten brother appears

- Professors are protesting pay cuts at the university.

Professors protest pay cuts

- The mayor is going to open a new shopping mall.

Mayor to open shopping mall

- A Man has been killed in an accident.

Man killed in accident

- The president has declared a celebration.

President declares celebration

DECIDE WHICH OF THE FOLLOWING QUESTIONS
CAN EASILY BE ANSWERED BY READING
HEADLINES.

- What happen? **Easy**
- Who did what? **Easy**
- Where did it happen? **Easy**
- When did it happen? **Difficult**
- Why did it happen? **Difficult**

LANGUAGE DEVICES

- **Play on words**
- (words with more than one meaning)

- US cool on climate change
- 1. cool= not warm,
- 2. to be cool on= to not be keen on

- Comedian rapped over slang word by TV watchdog
- 1. to rap sb = to criticize sb formally
- 2. to rap = to perform rap

LANGUAGE DEVICE

- **Cultural references**

- Love's Labour's Lost
- (the name of a play by Shakespeare)

- Choose That Girl! Madge jets to Africa to adopt girl
- (Madonna had a song called Who's that girl?)

LANGUAGE DEVICE

- **Alliteration**
- Paris probe prove palace innocent
- Love's Labour's Lost

LANGUAGE DEVICE

- **Emphatic language**
- (words which have a stronger effect)
- Weeping mum damns teenage killer thug
- Family's pet dog butchered

THE NEW BODY

- The **headline** and the **lead tell you the main ideas of the news story**, but they do so in a very **shortened form**. They give you enough information, however, to allow you to make an important decision. They allow you to decide whether you want to read the story or to skip it and move on to another more interesting story.

IF YOU DECIDE TO CONTINUE READING

- **The body of the story is where you find detailed information.** Basically, the body will give you **three kinds of information: details, comments** from people involved in the story, and **background information** to help you understand the story more deeply. The following short story has all of these elements.

Headline	Earthquake jolts Japan capital
Lead	A SLIGHT earthquake jolted the Japanese capital last night but authorities said there were no immediate reports of casualties or damage.
Statement	A spokesman for the Japan meteorological agency said, "An earth tremor was registered in Tokyo but there are nor reports of casualties or damage."
Details	The earth tremor struck shortly after midnight Tokyo time, just after midnight Bangkok midnight Bangkok time.
Background	Residents of central Tokyo said the tremor was the strongest for several months in the capital.

- The headline and lead usually raise more questions than they answer. You generally find out **what happened and one or two prominent details**, but if you are interested in the subject you will want to know much more, questions such as: **when? where? why? how? what effects? what significance?** That is the function of the body of the story.

REFERENCE

- Ceramella, N.& Lee, E. (2008). **Cambridge English for the Media**, Cambridge University Press.