

VIVEKANANDA COLLEGE  
THAKURPUKUR  
KOLKATA-700063

NAAC ACCREDITED 'A' GRADE

Semester 4



**Topis :**

Headlines

**Course Title :**

Reporting & Editing

**Paper & unit :**

CC-4-8, unit 2

**Teacher's Name:**

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**Name of the Dept**

Journalism & mass  
communication

# HEADLINES

**E**very day in the morning when a reader looks for something interesting in a news paper, it is the heading which catches his eyes. After scanning the headings the settles down to read in detail. A story however well edited would not attract him unless it is given a heading or headline, the most vulnerable spot in a news paper. The headline attracts the reader to go through the story. It tells him what the story is about. Thus a headline sells the story.

The news paper copy reader works within the narrow west of all literary limits. The style and size of type as well as the number of lines in the headline are determinate by another editor before it reaches the copy desk. Each line of the headline will accommodate a limited number of characters an average count for top of the columns headlines on most newspaper is eleven or twelve letters or spaces. Within such narrow limits a headline writer contrives to write captions which are informative Intelligent and occasionally droll. It is the duty of sub editor or the copy reader to construct a good headline. With short word and in a short compass the heading should tell the whole story. The headline must fulfill two requirements – it must attract the attention of the reader and it must announce the story's main fact. The size of the headline determines the important of the story.

**Writing a headline is likely applying the finishing polish on a well-crafted piece of furniture. While writing headlines we should keep the followings points in our mind:-**

- a)** A headline should speak. It should say something which educates and entertains the reader.
- b)** A headline should stimulate the readership and lead us to reading the story under it. The news items with bad headline don't get read.
- c)** A headline should be sharp and convey the essence of a story.
- d)** A headline should be active and positive.
- e)** The best headline is written in the present tense because it providea a sense of immediacy.
- f)** Use commonly known abbreviations & Never split names between lines of a headline.