M.S. 175-251 (Unit 4)
Purpose of Headlines
1. To index the parts of the news of greatest interest to each reader.
2. To tell the news to the reader of headlines alone.
3. To convey to the reader the relative significance of the news.
4. To convey to the reader the relative seriousness of the news.
5. To make the newspaper attractive.
6. To give the newspaper character and stability.

Characteristics of Headline
1. Headline are sentences, build around action verbs.
2. Adjusted to a predetermined space and typographical style.
3. Skeletonized to save space. Skeletonizing contributes to a sense of urgency.
4. Use the present-tense to convey immediacy and also to save space — usually present-tense forms of verbs are shorter than past-tense forms.
5. Set in the style of titles, that is, with all principal word capitalized.

Headline Writing Skills
1. Accurate perception of the story.
2. A vocabulary that is both broad and deep.
3. A sharp sense of sentence structure.
4. A keen eye for ambiguity.