**Lecture # 6**

**News Gathering**

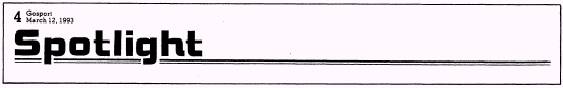
**Headline**

Definition   
  
“a phrase at top of newspaper or magazine article indicating the subject of the article, usually in larger and heavier type.”   
**Purpose**  
  
a) To attract readers attention  
  
b) To summarize the story   
  
c) To help readers what to read, what to bypass   
  
d) Headline help readers index content   
  
Types of headline 

**On the basis of composition**   
  
a) Straight headline : relates the main topic, easy to understand   
  
b) Questionable headline : when the headline reports a future possibility i.e are we going to to win asia cup? & when there is some doubt about the truth or accuracy of the story.   
  
c) Quotation headline : a quoted speech is used in headline.   
  
d) Feature headline : headline for some unusual story which don't give complete meaning, often necessary to read the story to understand.  
  
e) Double headline : two part headline of the same story, often used for major events.   
  
**On the basis of the structure**   
There are countless variations of headline styles, all of which are viewed in terms of their visual impact when used with basic headline styles. Some of these variants are explained in the following text.

STANDING HEAD

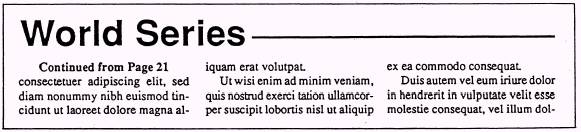
The standing head is essentially a label used for regular or recurring content, such as sports and chaplains' columns. It does not change from issue to issue.



JUMP HEAD

The jump head is designed to help the reader find a portion of a story continued from another

page. The jump head uses one or two key words from the headline that introduced the story. It is set flush left followed by the words "Continued from Page ##," usually set in boldface body type (it also can be set in italic). A two-point rule maybe used to extend from the side of the head over the width of the article.



HAMMER HEAD

Often called a reverse kicker, the hammer head (fig. 9-9) is set twice the size of the main head, set flush left and is no wider than half the width of the headline area.



TRIPOD HEAD

The tripod head (fig. 9-10) is a single, short line of larger type set to the left of two lines of smaller type. The tripod portion (larger wording) should be twice the size of the definition or main headline. For example, a 36-point tripod would dictate that the main head be set in 18-point type to give the true tripod appearance. [Punctuation](http://photographytraining.tpub.com/14130/css/Punctuation-266.htm) in the form of a colon is required when the tripod conveys a separate thought.



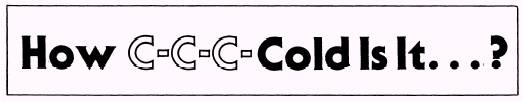
WICKET HEAD

The wicket head (fig. 9-1 1) is a tripod in reverse (short line of larger type set to the right of two lines of smaller type). The colon is not used in the wicket. Although it is seldom used, on occasion, you may consider it to vary your [newspaper design](http://photographytraining.tpub.com/14130/css/Newspaper-Design-120.htm).



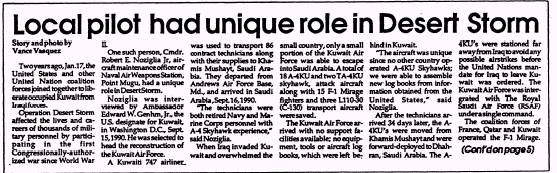
NOVELTY HEAD

The novelty head (fig. 9-12) features typographical tricks, such as setting part of the head upside down, using an ornate typeface or substituting artwork as characters. Use the novelty headline sparingly with appropriate feature articles. Overuse of this headline may lead to your readership questioning the [credibility](http://photographytraining.tpub.com/14129/css/Credibility-27.htm) of the newspaper.



BANNER HEAD

The banner head (fig. 9-2) is set the frill-page width at the top of a news page to draw attention to the lead story or that particular page. If you run a banner head above the flag or nameplate, it is called a skyline. A streamer applies to the widest and biggest multicolumn head on a page, regardless of whether it is the full width.



CROSSLINE HEAD

The crossline head (fig. 9-3) is very similar to a banner headline. Although it does not always span the full width of the page, it does cover all the columns of the story to which it pertains.



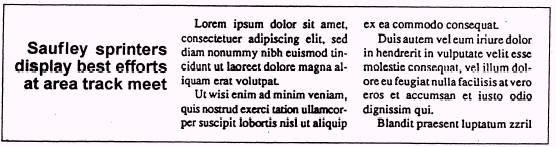
FLUSH LEFT HEAD

The flush left head (fig. 9-4) is a two- or three-line head with each line set flush left. The lines do not have to be equal in width or set full. The white space at the right is considered enhancing, because it allows "air" into the otherwise stuffy column spaces. Flush left is the most commonly used head today.



SIDE HEAD

The side head (fig. 9-5) is a headline form that runs alongside a story. It is normally three or four lines and looks best when set flush right. A side head is usually placed slightly above the center of the story.



KICKER

The kicker (fig. 9-6) opens up the area on a page where the headline is located. It can be used to introduce a feature article with a pun line above the main head



**Style Variationa**

There are several ways in which you can display headlines. For style variation, your headlines can beset in all-caps, caps and lowercase or downstyle. These methods are covered in the following text.

ALL-CAPS HEADS

The all-capital letter headline style is almost extinct. All-caps heads, while they are easier to write than others, are the most difficult to read To test this premise, read the following paragraph:

AS THIS PARAGRAPH DEMONSTRATES, THE ALL-CAPITAL SETTING IS NEITHER EFFICIENT FOR THE READER, NOR PLEASING TO THE EYE. WILLIAM RANDOLPH HEARST USED TO HAVE KEY GRAPHS IN HIS EDITORIALS SET ALL-CAPS. INSTEAD OF MAKING THE POINT EMPHATICALLY, AS HE INTENDED, SUCH SETTING ACTUALLY CUT DOWN THE READERSHIP AND ITS IMPACT.

Even the most patient, attentive and skilled reader will be blinded by the onslaught of all those capital letters.

CAPS AND LOWERCASE HEADS

A widely used headline style is the uppercase and lowercase head In this headline style, all words, other than articles, conjunctions, and prepositions of fewer than four (and sometimes five) letters, are set with the first letter in caps and the others in lowercase.

DOWN-STYLE HEADS

The down-style head usage has increased in popularity in recent years. In down-style heads, the first letter of the first word - and the first letter of any proper noun - is set as a cap, and all other letters are lowercase. Down-style is presented in the way persons are taught to read and write. The style is visually attractive and enhances the readability of the line. By design, it lacks the numerous capital letters in a headline which serve as "eye stoppers."