

Newspaper headlines that use personification (Read Only)

Study on Strategic Use of Language in Newspaper Headlines Ready-to-use Headlines Advertising Headlines That Make You Rich Great Headlines Instantly 2.1: How to Write Attention-Grabbing Headlines That Pull in More Prospects... More Customers... and More Profits - Now 60 Types Of Headlines That Gets Clicked Factors Predicting the Use of Passive Voice in Newspaper Headlines Writing Web Copy That Sells English News Writing News and How to Use It Headlines The Language of the News Changing News Use News Writing Making Headlines Headlines New Subediting ACTION HEADLINES That Drive Emotions - Volume 5 Professional Copywriters' Effective Formula for Writing Magnetic Headlines (with 23 Examples You Can Copy) Broadcast Journalism The Write Words Advanced Writing Skills for Students of English Proper Headlines Attract Subscribers Bible Headlines Around the Copydesk Women, Men and News Writing for News Media Library of Congress Subject Headings Fake News Copywriting: Headline Wizardry Magical Words That Sell Scientific Advertising Newspaper Headlines on HIV/AIDS in Selected Nigerian Dailies Using Writing to Learn Across the Content Areas: An ASCD Action Tool Headlines in Women's Health 1997 A Syntactic Study of British English Press Headlines The Metropolitan Daily News Headlines, Headaches and the Human Condition Strategic Copywriting Exploring Headlines News Headlines

Study on Strategic Use of Language in Newspaper Headlines

2012-04

mass media's success depends on the efficiency of communicating messages to its target audiences for newspapers a clear and interesting communication is essential and thus an easily comprehensible language is necessary in theory a headline encapsulates the story in minimum number of words and attracts the reader's attention to write an effective headline journalists use various techniques of language that may not be familiar to the popular readers overtime the headline writers have developed a vocabulary that fulfils the requirement of a good headline by using words that are short and precise however sometimes over simplicity of headlines leads to confusion and ambiguity this attribute can be used to gain more readership and many do it consciously this research is an effort to analyse the format and structure of news headlines given in various english newspapers and studies closely the strategic usage of words and their consequent effect on reader's understandability

Ready-to-use Headlines

1979

over 600 words and phrases in eye catching fonts red tag specials buy now and save etc 32 plates

Advertising Headlines That Make You Rich

2018-10-02

from the legendary copywriting coach templates and examples of headlines you can use today to persuade customers and massively boost profits the headline makes the difference when it comes to advertising whether it s a website postcard sales letter print ad or direct mail solicitation veteran marketers and entrepreneurs know a powerful headline is the most important factor for putting more money in your pocket and attracting persuading and retaining your most loyal valuable customers scientific tests have proven it over and over just by changing a headline you can increase an ad s profitability by two three even five times finally here is the world s 1 resource for quickly and easily creating powerful advertising headlines that are a perfect fit for your business the kind of headlines that produce record breaking sales results copywriting expert david garfinkel who mentors other copywriters for 15 000 and up offers you one of his most prized possessions his carefully

2012-01-15

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chosen market tested set of advertising headline templates that truly can make you rich
david garfinkel is the best copywriter i know jay conrad levinson bestselling author of the
guerrilla marketing series

Great Headlines Instantly 2.1: How to Write Attention-Grabbing Headlines That Pull in More Prospects... More Customers... and More Profits - Now

2010-02

headlines are the most important part of every ad web page blog newspaper ad sales letter brochure and more without a compelling headline the rest of your message doesn't stand a chance because the people you're trying to reach will either miss your message or abandon it at once this book teaches you how to write compelling headlines for every possible use new chapters added provide insights and ideas for headlines on web pages press releases and information products of all kinds here's what bestselling author joe vitale said about great headlines instantly read it loved it don't think i've ever seen a more in depth analysis of headlines before in my life i'm impressed copywriter steve king of devon uk said it is without a doubt the best material ever written on headlines the legendary john caples started it and you have updated added improved and finished it it is so comprehensive covering every possible angle you learn every technique there is to know and exactly how

to do it it works fantastically well no one else comes close but you don t have to be a writer to benefit from this book if you have the need to communicate any message of importance via any means available a strong headline is vital and this course gives you more than you ll need

60 Types Of Headlines That Gets Clicked

2021-05-29

question 1 what s so good about this book why should i read this book answer oh good question why here s why if you always think you have fairly good content but no viewers to appreciate your titles don t get listed in google pages in deserved places even after many months have passed people are not bothering about clicking on your title links products even after seeing it then you must think over it again why should you not learn how to write better and impactful titles instead because that s the problem of 95 people they don t know how to write an appealing title this book has more than 1000 tried and tested best selling headlines that you can use on your blog today question 2 how to know if this book is for me or not answer if you wish to know the secrets of product selling books selling video selling and any sort of advertising related business then this book is for you question 3 what will i learn here answer simple you will learn how to catch attention of every reader simply by writing eye catching titles question 4 any more specific benefits that can be listed answer sure think what if you can learn the psychology behind everyone s desires so that you can

2012-01-15

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use it while writing titles people will simply get hooked each and every time you write something isn't that great here's the list of benefits making youtube videos viral if you want to increase the chances of video links getting clicked 10 folds overnight then you need to simply learn how to write titles well best selling book titles you will find so many ideas to write the best selling titles for your books social media messages learn to easily impress people on social media like facebook twitter by knowing how to use minimum words to write meaningful messages e commers websites blog traffic assume that you are selling products online but no real traffic coming in to your posts getting it solved is very easy just you need to know what exactly you should write in the titles writing email's subject have you ever noticed writing a lengthy email doesn't feel that much difficult as much it is to write its title news letters news headlines you can learn to write very specific very brief and yet very compulsive news headlines just like in newspapers and news channels advertisements writing a catchy theme of an advertisement needs advance level of psychological understanding of your audience you can advertise and sell your own products regardless of what it is by yourself simply by learning how to write appropriate heading and titles for it book contains some classic examples of title writing formulas it's the go to for all levels of title requirements because it works everywhere author shows you the secret formulas for title marketing along with the formulas you will get the examples of each one in use so you can see how it works you might not have thought before but writing titles is an art to learn be one of those few who knows it you can get access on full scale to various types of titles and huge collection of examples simply by ordering this valuable book today to get started scroll up to the top of the page and click the orange buy now icon on the

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Factors Predicting the Use of Passive Voice in Newspaper Headlines

2011

abstract information packaging researchers have found that certain factors influence active passive voice alternations animacy definiteness and weight influence argument order and thus choice of voice researchers in critical discourse analysis cda and psycholinguistics claim that voice is influenced by social factors e g gender social standing or political bias this dissertation draws from these distinct perspectives to perform probabilistic analysis of factors predicting voice in newspaper headlines a novel research area for information packaging and a rich source of data relevant to cda in the first study to examine the relative contributions of these two types of constraints this dissertation explores the predictive values of animacy definiteness and weight as well as four social constraints gender nationality age and badness it also investigates using combined human and automated methods for quick and accurate data annotation the corpus consists of us newspaper headlines published between 2002 and 2007 containing one of twelve selected

verbs accuse aid anger create encourage frustrate hit hurt injure inspire kill and shoot the animacy definiteness and weight hierarchies predict that animate arguments tend to precede inanimate arguments definite arguments tend to precede less definite arguments and shorter arguments tend to precede longer arguments respectively quirk et al 1972 ransom 1979 inter alia the present findings support these hierarchies of the linguistic factors animacy has the strongest effect of the social factors nationality and age are not significant predictors of voice while badness is a significant predictor a bad argument has an increased likelihood of occurring post verbally relative to other arguments so that a bad actor predicts passive while a bad undergoer predicts active voice gender has a marginally significant effect which differs by verb overall arguments with a female actor are likely to occur with active voice relative to male actors when the verb is kill female undergoers are relatively more likely to occur with active voice the findings indicate that both social factors and traditional linguistic constraints predict voice the results show that including social factors improves probabilistic models of grammar and that analyses which include both linguistic and social factors provide better support for empirical claims

Writing Web Copy That Sells

1996

who else wants to discover how to write salesletters that will force your readers to buy now this free yet power packed report will show you exactly how to write a winning salesletter

2012-01-15

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newspaper headlines that use
personification

so you can make more sales and attract more optin subscribers in this report you ll discover how to structure your salesletter in a way that will make your prospects engaged to every word on your salesletter and take action a simple way to write and structure your salesletter even if you have no experience with writing copy these four factors will make it so easy for you how to format your salesletter text you ll discover how bolding highlighting stroking underlining and using bullets points impact your salesletter how to write attention getting headlines the exact color using quotation marks or not the amount of words to be used in your headline using specifics in your headline and using preheadlines and subheadlines how to use psychological triggers ethically and morally to make your readers take action use these techniques carefully they are powerful how to use testimonials to boost your conversion rates give your product and yourself credibility and make it believable how to price your products

English News Writing

2021-11-04

english news writing is a professional writer s handbook for newspaper reporters magazine freelancers and journalism students who write in english the focus is on writing rather than reporting there is a thorough treatment of style usage and the many structures of news stories as well as dozens of tips on how writers can improve their work specifically the book includes thorough discussions of interviewing techniques the inverted pyramid speech

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coverage feature writing reporting on trends reporting on public opinion polls using social indicators to develop news stories writing criticism writing personality profiles narrative styles of writing question and answer stories and the jargon of the journalism profession examples of news structures are annotated the book also includes 42 rules of thumb that serve as a quick reference for reporters to improve their work

News and How to Use It

1972

the language of the news investigates and critiques the conventions of language used in newspapers and provides students with a clear introduction to critical linguistics as a tool for analysis using contemporary examples from uk usa and australian newspapers this book deals with key themes of representation from gender and national identity to race and looks at how language is used to construct audiences to persuade and even to parody it examines debates in the newspapers themselves about the nature of language including commentary on political correctness the sensitive use of language and irony as a journalistic weapon featuring chapter openings and summaries activities and a wealth of examples from contemporary news coverage including examples from television and radio the language of the news broadens the perceptions of the use of language in the news media and is essential reading for students of media and communication journalism and english language and linguistics

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Headlines

2013-12-16

changing news use pulls from empirical research to introduce and describe how changing news user patterns and journalism practices have been mutually disruptive exploring what journalists and the news media can learn from these changes based on 15 years of audience research the authors provide an in depth description of what people do with news and how this has diversified over time from reading watching and listening to a broader spectrum of user practices including checking scrolling tagging and avoiding by emphasizing people s own experience of journalism this book also investigates what two prominent audience measurements clicking and spending time mean from a user perspective the book outlines ways to overcome the dilemma of providing what people apparently want attentiongrabbing news features and delivering what people apparently need what journalists see as important information suggesting alternative ways to investigate and become sensitive to the practices preferences and pleasures of audiences and discussing what these research findings might mean for everyday journalism practice the book is a valuable and timely resource for academics and researchers interested in the fields of journalism studies sociology digital media and communication

The Language of the News

2020-11-09

deserves to be on every journalism student's reading list and every tutor's book shelf it is clear straightforward and scholarly in a very accessible way bursting with good advice and insight which should benefit all who all read it kate jenner school of journalism and digital communication university of central lancashire a first class no nonsense guide to news writing anna mckane's wealth of experience both as a journalist and a lecturer in journalism gives news writing the edge over similar tomes kate shanahan lecturer in journalism school of media dublin institute of technology the ability to hone and craft an eye catching news story is fundamental to good journalism it is an essential skill that the young journalist of today must carry with them the growth of online journalism and the use of social media has meant that the skills required in news writing are evolving opening up fresh challenges and exciting new possibilities anna mckane's news writing takes you step by step through the key aspects of writing news on both print and online platforms equipping you with all that you need to become an articulate accurate and engaging journalist crucially the book will show you how to create an attention grabbing intro or first paragraph structure the content of your story effectively use the appropriate language fully updated to account for the role of online journalism this second edition guides you through the essentials of website presentation from headlines and standfirsts to the use of smartphone images and links an all new chapter shows you how to use twitter and online blogs to piece together a winning

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story and up to date examples and exercises throughout encourage you to pick apart and analyse the techniques used in a variety of recent news stories across a range of platforms this is the essential workbook to take you through your studies in journalism and news writing

Changing News Use

2013-12-20

i want you to help out on the school newspaper for next month said ms cramble the newspaper i groaned what use would i be on the newspaper

News Writing

2007

new subediting gives a detailed account of modern editing and production techniques its aim is both to help the young subeditor and to spell out to the newcomer to newspaper journalism what happens between the writing of news stories and features and their appearance in the newspaper when it comes off the press in this age of technological change the quality of the subbing has never been more important to a successful newspaper the careful use of typography pictures graphics and compelling headlines and

2012-01-15 **13/32** newspaper headlines that use personification

the skillful handling of text coupled with good page planning all help to give character style and readability this book examines and draws lessons from work in contemporary newspapers in editing and presentation it defines the varied techniques of copytasting of editing news stories and features of styles of headline writing and the use of typography to guide and draw the attention of the reader it takes into account developments in the use of english as a vehicle of mass communication in two important chapters on structure and word use and it shows how to get the best out of the electronic tools now available to subeditors it also reminds journalisis that however advanced the tools a newspaper is only as good as the creative skills of those that write edit and put it together

Making Headlines

1980

volume 5 action headlines have become the single most powerful marketing tool mankind has ever created they are the lifeblood behind every idea or business venture no matter whether you are introducing or promoting a brand new product teaching a how to skill building a website or simply sending an email creating action headlines are crucial headlines trigger emotional psychological buttons that produce specific responses an effective headline is a true artform that turn wants into instant gratification needs once triggered niche markets can instantly provide anything faster cheaper and more technologically advanced in today s world every word you use has measurable impact

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applying this incredible companion of 4 999 keyword phrases in unique action headlines is truly one of the easiest ways to instantly advance your own effective marketing skills whether starting or running a small business writing a book teaching a lesson or creating a book report your use of action headlines can produce amazing results rewards that can quickly turn you into a marketing genius

Headline

2013-04-03

8 out of 10 people will read a headline however only two out of 10 will read the rest of your content in other words you are spending countless hours writing and editing the content that 80 of people won t bother scanning through let alone reading so if the only element of your copy people are actually reading is your headline don t you think it would make sense to learn how to write magnetic headlines that catch people s attention and ultimately force them to keep reading well that s exactly what this book will teach you inside the book you will discover the ultimate collection of tips tricks and formulas used by a list copywriters to craft some of the most remarkable headlines in the history of marketing here are some pro tricks you will learn how to improve your headline s effectiveness by 73 by adding one simple element how to increase click through rates by simply beginning your headline with a magical number only a few copywriters know what number it is little known copywriting technique used by cosmopolitan to craft some of the most engaging headlines ever 200

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power words that can turn an average or even poor headline into an eye grabber 23 tested headlines you can legally steal and use in your copy and that s just the beginning just in case you haven t figured it out already this is not your average book in fact this is not a book at all this is a manual a guide a cheat sheet you don t have to read it in one day or go back to it multiple times simply open it every time you are struggling to write a headline and boom minutes later you will look at a powerful attention grabber world s finest copywriters would be jealous of so without further ado order the book now and your headlines will never be the same

New Subediting

2012-01-01

this seventh edition of broadcast journalism continues its long tradition of covering the basics of broadcasting from gathering news sources interviewing putting together a programme news writing reporting editing working in the studio conducting live reports and more the authors have brought the material further up to date with the integration of social media uses of mobile technology the emergence of user generated content and updated examples illustrations and case studies throughout end of chapter exercises are also included new for this edition updated with new examples quotes and pictures restructured with end of chapter summaries exercises for students notes for tutors links for further reading and references to invaluable websites and smartphone apps extended chapters on

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ethics responsibilities interviewing mobile newsgathering and filming new additional information on coping with reporting traumatic stories and how news organisations use twitter and periscope

ACTION HEADLINES That Drive Emotions - Volume 5

2020-01-31

the write words is a must have keep it close use it often resource for the beginning writer to the seasoned pro in this essential writer s resource lizette resendez shares 1000s of phrases puns and idioms across 130 topics that will inspire you in your own writing efforts and help you find the right words every time from fashion trends to football you ll find ideas and inspiration across a range of topics including back to school colors and prints fashion food and drink holidays home and décor movies music numbers people seasons sports travel weather workplace plus browse 100s of ideas for crafting your own marketing and promotional messages around sales free shipping limited time offers and more whether you re a small business owner juggling your company s marketing needs a writer or editor at a national publication a lifestyle blogger or any kind of content creator you ll find yourself constantly reaching for and finding the write words

Professional Copywriters' Effective Formula for Writing Magnetic Headlines (with 23 Examples You Can Copy)

2016-01-29

want to improve your english writing skills this guide will quickly and clearly teach you how to master written language you ll learn how to write concisely to be easily understood how to vary your structure and vocabulary to keep readers engaged how to use advanced language appropriately how to edit your work and adapt it for different subjects and much more in advanced writing skills for students of english writing tips are presented with a focus on why different styles and techniques work you ll not only learn what makes writing most effective you ll discover the reasoning behind it making it easier to remember and apply as well as covering general writing tips across all subjects this book also offers guidance on specific areas of writing including business academic and creative writing you ll advance faster with this guide thanks to phil williams usual accessible and flexible style

Broadcast Journalism

2019-11-24

2012-01-15

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the first way you can build a list with articles is to write them and then submit them to directories this will generate some traffic to your optin pages from directories gaining you more subscribers read this book to know more about getting subscribers

The Write Words

2018-06-05

bible headlines making bible use easier reviews the contents of the whole bible 2 500 section headings help you locate stories in their context other helps review bible use its history and its people both new and experienced bible students will benefit from this unique guide to the bible s great wealth of information

Advanced Writing Skills for Students of English

2015-01-07

this multi authored scholarly volume explores the divide between men and women in their consumption of news media looking at how the sexes read and use news historically and currently how they use technology to access their news and how today s news pertains to and is used by women the volume also addresses diversity issues among women s use of news considering racial ethnic international and feminist perspectives the volume is

2012-01-15

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newspaper headlines that use
personification

intended to help readers understand adult news use behavior a critical and timely issue considering the state of newspapers and television news in today s multi media news environment

Proper Headlines Attract Subscribers

2014-04-26

writing for news media is a down to earth guide on how to write news stories for online print and broadcast audiences it celebrates the craft of storytelling arguing for its continued importance in a modern newsroom with dynamism and humour ian pickering a journalist with 30 years experience offers readers practical advice on being a news journalist with step by step guidance on creating a great story and writing the perfect news copy chapters include extracts from published news articles to help illustrate the dos and don ts of storytelling the ten golden rules for structuring and putting together a successful news article including nail the intro let it flow and keep it simple instruction on writing stories for different specialist subjects including politics court cases economics funnies and celebrity help for readers on how to write for broadcast news tips on how to write headlines how to use pictures how to make the most of quotations and how to avoid common style and grammar mistakes glossaries covering a range of different aspects of news journalism including types of news story online and data journalism typesetting and broadcasting this is an instructive and insightful manual which champions brilliant storytelling and writing

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newspaper headlines that use
personification

with flair it introduces a set of key creative and analytical techniques that will help students of journalism and young professionals hone and refine their story writing skills

Bible Headlines

1933

fake news has become such a common refrain on tv and twitter as well as the topic of major criminal investigations but many still have a hard time distinguishing between fake news and legitimate reporting furthermore many fail to grasp the extent of the role that data research centers and foreign governments in the propagation of inaccurate sensational stories in this book readers will learn about fake news how it gets made how it affects the public how governments and special interest groups use fake news to push specific agendas and how fake news alongside social media is reshaping politics and society

Around the Copydesk

2010-12-22

copywriting wizardry learn how to write spellbinding headlines whether you are writing a blog post an advert a newsletter or a book without a doubt the headline is the most

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important thing outside of the actual content what you do with your content is out of the scope of this book but if you haven't got it the first book in the art of writing series copywriting learn the secrets to words that sell is a good place to start what you will learn from this book when i began writing this book i never imagined that i could write nearly 12 000 words just about headlines i hope you have as much fun reading it as i had writing it the book is split into categories based upon the type of headline you are looking to create it goes through many types of headline that can be applied to almost any situation and audience i have given many examples not only of good headlines but weak ones that have been improved upon hopefully you will learn the process of taking a weak headline and by applying the lessons in this book turn them into spellbinding headlines that weave their magic on your traffic how to use copywriting wizardry there is no right or wrong way of reading this book you can go from start to finish or pick a section that grabs your attention and dive right in if you find this book offers value please leave me a positive review and feel free to like it share it with your friends and colleagues and comment on it wherever possible thank you for your support jack

Women, Men and News

2017-11-27

use the power of words to sell more of your products instantly get your hands on winning headlines and words you can use in your copy or advertising to increase sales are you
2012-01-15 **22/32** newspaper headlines that use personification

trying to sell more of your products but struggling did you know that the words you use in your copy can either make or break the sale when it comes to selling products you have to be careful with your words you can't just pitch a product to your customers using the same tone mood and phrases as you would to make a suggestion to a friend and you can't discuss the features of a product like you might in a letter or an email that is when you pitch your work or the work of another business owner you have to choose your words carefully you have to select words and phrases that will instruct the reader to think and act in a way that will eventually result in them buying your products that's why using the right words is crucial when you're selling anything so can you use words to sell more there are a number of tricks some involve inserting certain psychological trigger words into your copy these words will generate some association in the reader's mind which will compel them to act in a specific way for instance you might use the word shocking or scientifically proven in a sales letter headline to draw in the attention of a reader in short the construction and placement of good words and phrases can go a long way in determining the success of your marketing campaign fortunately for you I've put together a guide with the intention to help you utilize the power of words into your sales this book shares multiple ways to use words and phrases in your sales a complete guide filled with various types of winning words and phrases to help you sell more of your products lots of headlines you can quickly swipe into your advertisements and sales copy the different types of headlines you can use how to properly use a call to action to get people to buy now how to use the aida principle to construct your sales copy how to motivate people using words and phrases how to use psychological triggers powerful words you can use in any situation to influence and

motivate others much much more order now

Writing for News Media

2003

understand and use the concepts of successful advertising whether you are considering a career in advertising or trying to find the best way to market your product start with hopkins and then move onto the rest in this powerful book he explains the process to get and measure results from your advertising claude hopkins wrote scientific advertising in 1923 but his insight into consumer behaviour still holds the aim was to explain the rules of advertising and what makes consumers buy so that advertising returns would become a certainty and not a guess learn how to use his techniques to write adverts which sell with certainty hopkins clearly shows how to write copy provides methods for testing it and shows how evidence based advertising gets results in a measurable and cost effective way a must read if you are in business sales or advertising hopkins shows what makes us buy and how you can make it happen this edition also includes examples of adverts produced by claude hopkins through his career nobody should be allowed to have anything to do with advertising until he has read this book seven times it changed the course of my life david ogilvy within this book hopkins shows a variety of tested techniques which he had used through his successful career in advertising including how advertising laws are established what the professionals in advertising already know and how we can use this knowledge to

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develop better ads just salesmanship what is advertising and how is it best used offer service the best ways to offer service to increase sales mail order advertising what it teaches us and how we can apply it to our own adverts headlines a lot of headlines get a poor response in email marketing websites and adverts learn how to increase your response rate psychology use hopkins experience to direct people to buy and use your product being specific are you being specific enough in your advertising hopkins shows that by using specific facts you can increase sales and out perform your competitors tell your full story how telling your story is important and why some advertisers make the mistake of missing out on this art in advertising should we use bespoke artwork or tried and tested visuals things too costly what strategies are too costly to attempt in advertising information how to give the consumer the best information to help them buy strategy rules for directing a campaign use of samples how getting samples into peoples hands can increase sales getting distribution hopkins lays out how to get national distribution by starting small test campaigns how to test different campaigns on the same audience leaning on dealers ways to get dealers to help your campaign individuality set yourself apart from competitors and what your tone should be negative advertising will it help your sales letter writing hopkins shows how to write a sales letter a name that helps how does a product name impact sales good business see how good business impacts on consumer behaviour excerpts from the book the only purpose of advertising is to make sales it is profitable or unprofitable according to its actual sales i never ask people to buy the ads all offer service perhaps a free sample they sound altruistic but they get a reading and action no selfish appeal can do that i set down these findings solely for the purpose of aiding others to start far up the

heights i scaled

Library of Congress Subject Headings

2018-07-15

the book analyzes language use in headlines on hiv aids in selected newspapers in the framework of cda critical discourse analysis to see how newspaper headlines are used to initiate sustain and shape discourse on the views of readers on hiv aids issues hiv aids is a health problem that is considered seriously because of the difficulty it has posed over the years in defying a cure solution owing to this management of the problem is highly required especially with the fact that many of the people living with it live below the poverty line and could hardly afford the medication deployed to its management besides the management does not require the applicable medication only there are responses that are required from those not living with the virus to support those living with it the nature of its management demands sensitization and creation of awareness this creates a tripartite relation involving the media agencies vested with the responsibility of managing the scourge and the public in which those living with the disease exist

Fake News

2014-03-03

a great way to help students learn your content is to have them write about it writing is a way for students to review their own learning organize their thinking and evaluate how well they understand what has been taught use the 81 tools in this binder to help students in every grade and subject become actively engaged in their own learning the binder contains everything teachers need to begin using these strategies immediately each strategy includes complete how to use instructions teacher materials for classroom use classroom examples and a template for student assignments

Copywriting: Headline Wizardry

2019-07-03

this text aims to provide students with the background vocabulary and skills necessary to read and understand newspapers the authentic newspaper articles reflect a variety of issues and encourage the use of newspapers in concurrence with discussion activities and suggestions for further work

Magical Words That Sell

2015-08-30

it s not just the people in the news that do bad and stupid things media headlines would have us believe that bad people do bad things and stupid people do stupid things but we have all suffered headaches that we did not intend to create and we have all suffered from headaches that others created for us what if bad and stupid things happen just because normal people do what normal people do could there be influences in situations that contribute to people doing bad or stupid things headlines and headaches often happen without malice and regardless of knowledge or skills they happen when normal people use normal human processes to deal with their situations the processes we use have helped us evolve and survive for thousands of years but the less we understand them the more they seem to let us down in modern day situations if we understand how bad and stupid things happen could we avoid doing bad and stupid things could we even prevent bad and stupid situations and make them less painful and more valuable using everyday language and real world examples steve whiddett takes us behind some very public headlines and some very real everyday headaches headlines headaches and the human condition provides insights into situations and the human condition which will help you change your own situations it is a book that we can all use to make situations more manageable and more productive for ourselves for organisations and for society

Scientific Advertising

2023-08

chapter 1 research chapter 2 creative strategy chapter 3 headlines and slogans chapter 4 body copy chapter 5 an introduction to design chapter 6 newspaper advertising chapter 7 magazine advertising chapter 8 radio advertising chapter 9 television advertising chapter 10 direct mail advertising chapter 11 internet advertising chapter 12 other media advertising chapter 13 public relations and corporate advertising chapter 14 advertising copy research chapter 15 advice on how to get a job in advertising a final note references appendix graduate programs

Newspaper Headlines on HIV/AIDS in Selected Nigerian Dailies

2005-11

exploring headlines is one of a series of source books designed to help the study of knowledge about language in the english curriculum at key stage 3 each of which contains a range of examples of language in use which highlight the variety and structure of english in each book an anthology of examples is followed by a section of activities which

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encourage pupils to explore their own language and to collect further examples for their english work these activities explore issues of purpose and audience in relation to choices from the language system and are selective rather than sequential all examples are accessible to the 11 14 age group and there is a strong emphasis on observation and description of language rather than prescription

Using Writing to Learn Across the Content Areas: An ASCD Action Tool

1997

Headlines in Women's Health 1997

1974

A Syntactic Study of British English Press Headlines

1994

The Metropolitan Daily News

2015-01-28

Headlines, Headaches and the Human Condition

2005

Strategic Copywriting

1994-05-26

Exploring Headlines

1974

News Headlines

2012-01-15

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personification