COM 3210  
Weeks 8 & 9  

Questions: for Reading and Review — Creative Editing, Chapter 9 (Writing Headlines)

Answer each of the questions briefly and clearly. Please remember that you are responsible for all the material covered in the chapter, whether discussed in class or not. You may type or write your answers.

1. What is the primary purpose of a news headline? What should a headline be based on for a story in the inverted pyramid style? What should a copy editor do to a weak lead before turning attention to a headline?

2. What are modern headlines designed to do?

3. What are the characteristics of a good headline?

4. What is the main rule about verbs in news headlines?

5. What is the main rule about subjects in news headlines?

6. What are the rules for using the following punctuation marks:
   - Periods
   - Commas
   - Semicolons
   - Ampersands (&)
   - Colons
   - Dashes (–)
   - Exclamation marks
   - Question marks

7. Should headlines tell what did not happen or what did happen?

8. What is a “dead head”?

9. What are the subject and verb in these headlines:
   a. Storm topples television tower
   b. Committee prepares to select a new dean
   c. Former drug addict wins custody ruling
   d. Computer prices fall, but people buy higher

10. When do you use present tense and future tense (will + verb) in headline writing?

11. What are the units of thought that should not be separated in multi-line headlines?

12. Why should you not use the articles a, an, and the in headlines?

13. What is downstyle capitalization?

14. What is upstyle capitalization?

15. Know the unit values for letters, numbers, and punctuation marks on page 272.

16. What do the word and numbers in the following headline designation mean: 3-30-1 Arial

17. What is the preferred alignment for headlines for newspapers today?

18. Define the following:
   - Banner headlines
   - Readout
   - Dropout
   - Underline
   - Overline
   - Hammer
   - Wicket

19. Why do many newspapers and magazines use subheads?

20. What is an initial letter (also called a drop cap)?

21. What are lead-ins?

22. Another popular method of breaking long passages is to use a breakout quotation, (or a pullout quotation). What is a pullout quotation?

23. What is a jump head?