

Communication Skills

Individual Research: Headlines

You can work on this project alone or with a partner.

Headlines are a special kind of writing that is specially designed to make you do or feel something. Headlines on a newspaper or magazine are there to get you to buy the paper or magazine and to read that article. On the internet, some sites make money when you click on a link and view their page, so headlines are designed to get you to click on the link, even if you will be disappointed by the actual story or page. These internet headlines are sometimes called “clickbait.” Bait is something you put out to attract something, like putting a worm on a fishing hook. Clickbait is there to convince (and sometimes trick) you into clicking the link. Some clickbait is designed to make you mad about something or someone. These headlines and links can look like real news sites but often are fake or made up, and some can even be scams that try to put things on your phone or computer.

Here are some examples of headlines designed to get you to click a link or like a page:

This Girl “Liked” a Facebook Post; You Won’t Believe What Happened Next!

12 Guaranteed Ways to Lose Weight (You Won’t Believe #12)

This Boy Found a Stray Dog, What He Did Next Will Have You In Tears!

Can You Solve This Puzzle? 99% of People Can’t!

Guys Can’t Resist This Simple Trick

Thousands of Fake Votes Found for Hillary Clinton! Trump was Right!

Working alone or with a partner, practice making headlines that either describe everyday things you’ve done or an event in history. The headlines should make the reader want to click the link or read the story. Make a poster with your best headlines.

Examples: (on the left is the action or event, on the right in bold letters is the headline)

I fed my cat today. **You Won’t Believe What This Cat Will Do for a Treat!**

I took an algebra test. **9 out of 10 Students Can’t Answer This Simple Question!**

A new grocery store opened. **5 Items Under \$5 That Will Change Your Life!**