

Heads Up!

Use the spread below to develop a headline and subhead to go in the box to the left of the feature story. Read the feature story (reproduced below), to help with your brainstorming.

Reproduced Feature Story:

Homecoming was in a word, “tight.” After three consecutive homecomings in cavernous venues, Edison’s, House of Blues and the Hilton Anatole Ballroom, the Emerald City-themed celebration of school spirit was a little different.

“One thing we wanted to do different about this year’s homecoming was have a venue where it had a closer, more intimate atmosphere,” student council President Charlie Golden said. “We did that by choosing this place, 7 For Parties. It was tight.”

According to Golden, tightening up the venue was no accident. "Nobody wants to be on the edge of the dance floor, feeling exposed. I think it provided a different vibe that people liked."

Golden wasn't the only person who found Emerald City's close quarters to be what made the party a standout. "I liked that it was tighter," said senior Blake Robins. "It forces people not to just sit around and do nothing the whole time. I'd say this year's homecoming was definitely the best by far."

Robins also thought that the intimacy of the party helped bolster the student council's goal of raising school spirit. "I think Charlie's done a great job and I totally agree with him that school spirit had been down in recent years, so I love that he's trying to bring it back. I think it's great what he's doing. I think it worked."



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Heads up! (cont.)

Most readers look at headlines before any other text on a spread. An effective headline should hook readers' interest, guide them into the verbal-visual story and tell them what the story is about. In the boxes below, brainstorm at least two key words that describe and relate to the content of a spread in your book. Looking at the photos and reading (or re-reading) the story often helps with word selection. After the key words are selected and filled in on the chart below, look online or use a print dictionary, a rhyming dictionary, idiom dictionary and thesaurus to generate words that utilize these literary devices: rhyme, synonym, alliteration and cliché/pun.

KEY WORD	RHYME	SYNONYM	ALLITERATION	CLICHE/PUN
Write	Sight Right Light	Draft Compose Inscribe	Wrong Word Wild	Write On! Write is Might Write and Wrong

Brainstorm headlines:

Rhyme: A Tight Write: In English 11, students learn that fewer words are often better.

Synonym/Alliteration: Deft Drafters: In English 11, students learn that fewer words are often better.

Alliteration: Writers use Mrs. Ragner's Rules: In English 11, students learn that fewer words are often better.

Cliche/Pun: Write On! In English 11, students learn that fewer words are often better.

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