

“Headline Writing”

A University of Texas School of Journalism online distance education course for journalists who want to improve their headline writing skills.

June 9-July 8 • Enrollment limited to 20 students

Enrollment for Texas Press Association members paid by TPA

Students must complete the entire course or the member newspaper will be assessed a \$100 fee.

Course Goals

- Learn to write headlines that invite readers in, not out of the paper.
- Learn the traditional rules of headline writing and why they exist.
- Learn to avoid the problems and pitfalls of generic heads, contradictions, clichés, word play and other embarrassments.
- Learn to write cutlines that attract and interest readers.

Course Instructor



Griff Singer, who retired after the fall semester 2002 from the University of Texas at Austin, continues to work with the School of Journalism as a consultant and as director of the Dow Jones Newspaper Fund Center for Editing Excellence. He holds a bachelor of journalism and an M.A. from the University of Texas at Austin.

Curriculum

<u>Topic 1</u> Heads up! What headlines must do	<u>Topic 4</u> Bad taste, libel, opinion	Generics, contradictions	some reference materials such as an Associated Press Stylebook and dictionary, as well as Internet access (browser Explorer 5.0 or newer or Netscape 4.7 or newer), e-mail and a word processor with a spelling and grammar checker. Online students will need to be able to devote four or five hours weekly to complete the assignments for each topic.
<u>Topic 2</u> Two goals: Inform, get attention	<u>Quiz 1</u>	<u>Topic 7</u> Clichés, word play: Did we say that?	
<u>Topic 3</u> Verbs, style, punctuation	<u>Topic 5</u> Variety is the spice of life – usually	<u>Topic 8</u> Cutlines: your chance to shine	
	<u>Topic 6</u> Problems and pitfalls:	<u>Quiz 2</u> No textbook is required, but students will need to have access to	

REGISTRATION: Student must complete every line to be eligible. Please fax to 512-477-6759.

Student Name _____ Newspaper _____

Address _____ City, State, ZIP _____

Phone _____ Fax _____ Student's e-mail _____

AUTHORIZATION: I understand that the student mentioned above must complete the entire course or my newspaper will be assessed a \$100 fee.

publisher/general manager signature _____