

Tabloid: Definition(s)

- Tabloid + Words: tabloid press, tabloid journalism, tabloid newspaper, tabloid editor, tabloid headline etc.
- Definition from Oxford Learner Dictionary 1. a newspaper with small pages (usually half the size of those in larger papers)
- Compare: Broadsheet (n.) a newspaper printed on a large size of paper, generally considered more serious than smaller newspapers

1

Tabloid Headline: Aims

- Tabloid-style headlines aim to engage readers quickly, conveying the most compelling aspects of a story in a vivid and captivating manner.

2

Tabloid Headline: Components

- Components:
 - The combination of tense choice, emotive language, and attention-grabbing words is designed to make the headlines memorable and encourage readers to delve deeper into the content.

3

Creating Tabloid Headline: Principles (1)

- Creating headline news in tabloid style involves using certain principles to make the headlines attention-grabbing, dramatic, and emotive. Here are some key principles, including tense use and word choice:
 1. **Sensationalism**: Tabloid headlines often focus on the most sensational or controversial aspects of a story. They highlight conflicts, scandals, surprises, and emotional elements to immediately capture the reader's interest.
 2. **Conciseness**: Tabloid headlines are brief and to the point, using as few words as possible to convey the main message. This concise format helps in quickly conveying the story's essence.
 3. **Present Tense**: Headlines are typically written in the present tense. This adds immediacy and urgency to the news, making readers feel like they're experiencing the event as it happens.

4

Creating Tabloid Headline: Principles (2)

- 4. **Strong Verbs**: Strong action verbs are used to give energy to the headline. Words like "swoop," "blast," "slam," "probe," and "fury" create a dynamic and engaging tone.
- 5. **Emotive Language**: Words that evoke strong emotions, such as "fury," "outrage," "shock," and "celeb," are favored. They play on readers' emotions, making the news feel more impactful.
- 6. **Wordplay and Puns**: Clever wordplay, puns, or double meanings can add a playful or intriguing element to the headline, further drawing readers in.
- 7. **Questioning**: Rhetorical questions are used to pique readers' curiosity and encourage them to delve into the story to find the answer.

5

Creating Tabloid Headline: Principles (3)

- 8. **Exclusivity**: The use of words like "exclusive," "reveal," or "insider" suggests that the information is unique or not widely known, enticing readers to learn more.
- 9. **Bold Statements**: Headlines often make bold or exaggerated claims to grab attention, even if the story itself might have more nuance.
- 10. **Abbreviations and Acronyms**: To save space and maintain brevity, tabloid headlines may use abbreviations or acronyms when referring to longer names or phrases.
- 11. **Pronouns and Short References**: Pronouns and shorter references are often used instead of full names to maintain brevity. For example, "Celeb's Marriage Twist" instead of naming the celebrity.

6

Tabloid Words: What are they? and Why are they used?

- What are they?
 - Tabloid words are colorful, emotive, and attention-grabbing terms frequently used in tabloid-style writing and headlines.
- Why are they used?
 - They are chosen to create a sense of drama, intrigue, and immediacy, often appealing to readers' emotions.
 - These words convey a strong sense of the sensational or controversial nature of the stories being reported, and they are carefully selected to capture the reader's interest and curiosity.

7

Tabloid-style words often found in the press:

- ****Crisis****: Referring to a critical or difficult situation
 - "City Faces Water Shortage Crisis Amidst Drought Concerns."
- ****Fury****: Describing intense anger or outrage
 - "Fans React with Fury to Celeb's Controversial Remarks."

8

Tabloid-style words often found in the press:

- ****Probe****: Used to indicate an investigation or inquiry into a matter.
 - "Authorities Launch Probe into Alleged Financial Irregularities."
- ****Celeb****: Informal term for a celebrity or famous person.
 - "A-List Celeb Spotted at Exclusive Charity Gala."

9

Tabloid-style words often found in the press:

- ****Crisis****: Referring to a critical or difficult situation
 - "City Faces Water Shortage Crisis Amidst Drought Concerns."
- ****Fury****: Describing intense anger or outrage
 - "Fans React with Fury to Celeb's Controversial Remarks."

10