

Component 2 Section A

Response 2

1a)

The reader is included in headline 10 because of the use of an inclusive pronoun 'we', this is effective as the reader becomes part of the story about the Oscars and it makes them feel proud to be British. In headline 5 there is a lexical set with the words 'sin' and 'bishop'. This is effective as they both link to the topic about loans and keep the focus on the bishop's opinion. In headline 3 the adjective 'outrageous' attracts the reader because it is a strong word that shows opinion.

1b)

Homophones are used in headline 1 with the noun 'Kym' which sounds like the verb 'come'. It is a play on words as the topic is about a celebrity. The effect of this is that it is humorous and will get the attention of the reader. Alliteration can be found in headline 7 with 'mane man'. This makes the headline more light-hearted.

1c)

Grammatical mood is used to make headlines light-hearted. Headline 2 'Forget' is an imperative which is humorous because it is telling the reader what to do. It is unexpected so it gets attention and is humorous because of the reference to cattle and ferrets. Headline 11 is interrogative used to be humorous about the Scottish accent by addressing the reader directly and making them think about what accents sound like and the way we think about them. Simple sentences like headline 3 make sure it is short and makes a good point to interest the readers. Headline 13 is also short because it is elliptical because there is no verb or determiner in 'Outlook pour'. This is because newspapers have to fit in to a small space so they just want to get the main point about the weather across. Present tense verb phrases like 'falls' and 'is' show that the news is happening now and it can shock us because we don't know about taxi's banning wheelchairs.