

Name: _____

Cycle 1 Week 2

Media Studies Study Guide Structure

MMA News Mission Statement:

We provide honesty, knowledge, and entertainment to the MMA community by filming and interviewing classes in order to report the news.

Overview

The **STRUCTURE** of our news channel will continue to be the focus this week. In your news teams of 3, you will work on the logistics of planning your interviews and shooting footage of your chosen events. Finally, we will all explore headlines and openings of actual news articles to understand better how to write a good “hook.”



Week 2 (September 22-26)

Complete the following as classwork:

_____ 1. Producing a TV News Story handout

_____ 2. Headlines & Hooks handout

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Please turn in all work by September 26

Image from: [funny-pictures.picphotos.net](https://www.funny-pictures.picphotos.net)

Headlines & Hooks

For this assignment you will choose several articles to study.

First, look at the headline. Write both headlines below:

According to *The Copywriter's Handbook* by Robert Bly there's a formula for effective headlines – he refers to them as the 4 U's.

The 4 U's Formula for Effective Headlines

- **Urgent** – gives a reason to act now
- **Unique** – Say something in a new or different way
- **Ultra-specific** – teasers to draw the reader in (Best Time to _____, 3 Foods That Will _____)
- **Useful** – appeal to the reader's needs

In what ways are each of your headlines effective?

TYPES OF HOOKS

- ☐ Action
- ☐ Analogy
- ☐ Command to the Reader
- ☐ Bold Statement/ Interesting Fact
- ☐ Character's Thought or Feelings
- ☐ Definition
- ☐ Dialogue or Quotation
- ☐ Foreshadowing
- ☐ Onomatopoeia
- ☐ Question
- ☐ A Theme Statement
- ☐ Sentence Fragment
- ☐ Setting/ Picture



Hook: Writers use the term “hook” when they are talking about the first few lines of a piece.

What type of a hook did you find for each article?

HIGHLIGHT the hook in each of your articles and write what type of hook was used. Then attach the article to this handout.

Hooks image from: <https://s-media-cache-e0.pinimg.com/236x/d7/b3/ab/d7b3ab04b15d0f51936ce7e0aa3edce7.jpg>