

8 Worksheet on Rhetoric: Headings – Answer Key

Different texts from: Michael Mitchell, *Ethnic Diversity in the UK*, Viewfinder Topics (München: Langenscheidt, 2010).

B TASKS

1 ANALYSING HEADINGS

1 Analyse the titles “Segregation and Integration” (p. 6)/ “From Riot to Racial Harmony” (p. 23) with regard to stylistic devices.

The first title makes use of an antithesis. The words “segregation” and “integration” (p. 6) have been juxtaposed to bring out a contrast: on the one hand, British society might be ‘sleepwalking’ into the type of segregation Trevor Philips sees in the USA but, on the other hand, he proposes a ‘two-way-street’ of integration. What’s more, this word pair rhymes, as both words end in the Latin suffix “-ation” (which is used to express an action, act, process, state, or condition).

The second title “From Riot to Racial Harmony” (p. 23) uses an alliteration (the letter “r” is being repeated in “Riot” and “Racial”) to show how the attitudes in this estate in London have changed.

2 Say why you think that the editor chose “Hatred begets only hatred” (p. 9) for the newspaper article instead of the original in *The Telegraph* which reads “Victim's mother renews call for end to violence at Westminster funeral”.

I think that the editor chose the headline “Hatred begets only hatred” (p. 9) for this newspaper article as it is more descriptive and vivid than the original headline. The editor took up Marie Fatayi-Williams’ words from the article (cf. ll. 10f.), which are described as having “the power of a grieving [mother]” (ll. 6/7), in order to link the headline and the text elegantly.

3 Explain the play on words (pun) in “MIGRANTS TAKE US TO THE CLEANERS” (p. 51).

“To take someone to the cleaners” means to cheat someone of money, reinforcing the stereotype of migrants as scroungers. At the same time the headline is referring to the fact that the inmates at the centre are getting a free laundry service (cf. Ethnic Diversity Resource Book, p. 63).

4 Scan the titles in the book for examples of:

a) titles using an alliteration

“Going for Goal”, p. 34; “Goodness Gracious Who?”, p. 29

b) informational headings

“Anti-discrimination laws and ‘PC’ ”, p. 27

“The British Press: the ‘tabloids’ and the ‘serious’ papers”, p. 53

c) short, concise headings

“Names”, p. 36

“Home”, p. 38

“Dreams”, p. 53

d) question headings

“Goodness Gracious Who?”, p. 29

“Europe’s Tarnished Golden Door?”, p. 60

2 COMPOSING HEADINGS

1 You have to write a composition on this topic: "Home". Come up with 3 creative titles.

in reference to songs:

"Wanna Go Home" (part of a song by Michael Bublé)

"Home In My Hand" (part of a song by Foghat)

using sayings/idioms:

"Home is Where the Heart Is"

"Home Sweet Home"

using quotes::

"Home - Built With Love and Dreams" (part of a quote by Dr. William A Ward)

"Home is Where They Understand You" (part of a quote by Christian Morgenstern)

2 Find four headlines for this short newspaper article.

- 1) England riots: Twitter 'did not incite rioting' (original title)
- 2) Twitter and the England riots
- 3) Social media and the riots in England
- 4) Twitter – 'a force for good'

Note: the inverted commas here show that the opinion is expressed by someone in the article rather than being a fact or the opinion of the paper/news organisation.

(Daniela Pröls)