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# Travel Journalism, Communication and Social Media

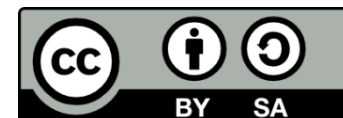
**Module 5: Headlines-Narrative Techniques**

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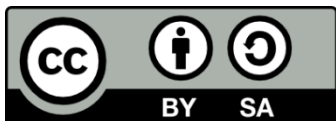
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# Headlines and Narrative Techniques of Travel Articles

Dr Fani Galatsopoulou & Dr Clio Kenterelidou



European Union  
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MINISTRY OF EDUCATION & RELIGIOUS AFFAIRS  
MANAGING AUTHORITY

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# Module's Learning Outcomes

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By the end of this module students will be familiar with:

- The different types of travel article titles and the travel narratives



# Headlines

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What is a 'Headline' ?

Which is its function?

What kind of headlines are there?





# Headline Writing

for  
Print

for the  
WWW

for Social  
Media



# Print Media

*Different Journalistic Genres*

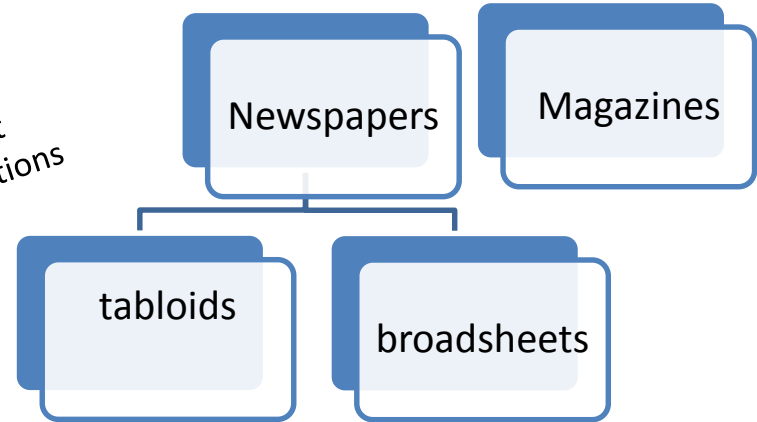
News stories

Feature stories

Reviews

Interviews, etc.

*Different publications*

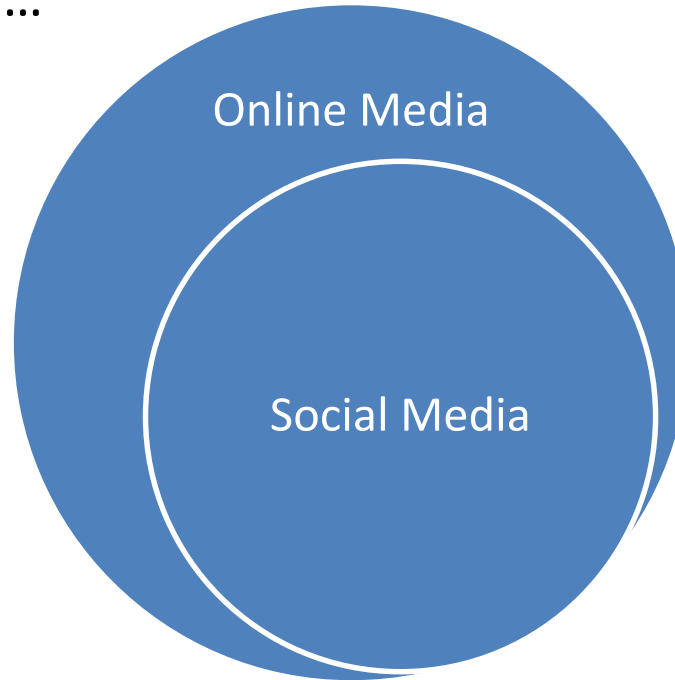


... demand certain rules and structures





Headlines/ Titles in...



***... Headlines are cryptic summaries of information that indicate the content of a longer piece...***

J.G. Stovall, 2002 in Writing for the Mass Media



# Kinds of headlines/titles

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- Label Headlines
- Descriptive Headlines
- Commentative Headlines
- *Sidebars*
- *Running Stories headlines*



# How to write a headline/title



# When you are out of ideas ...

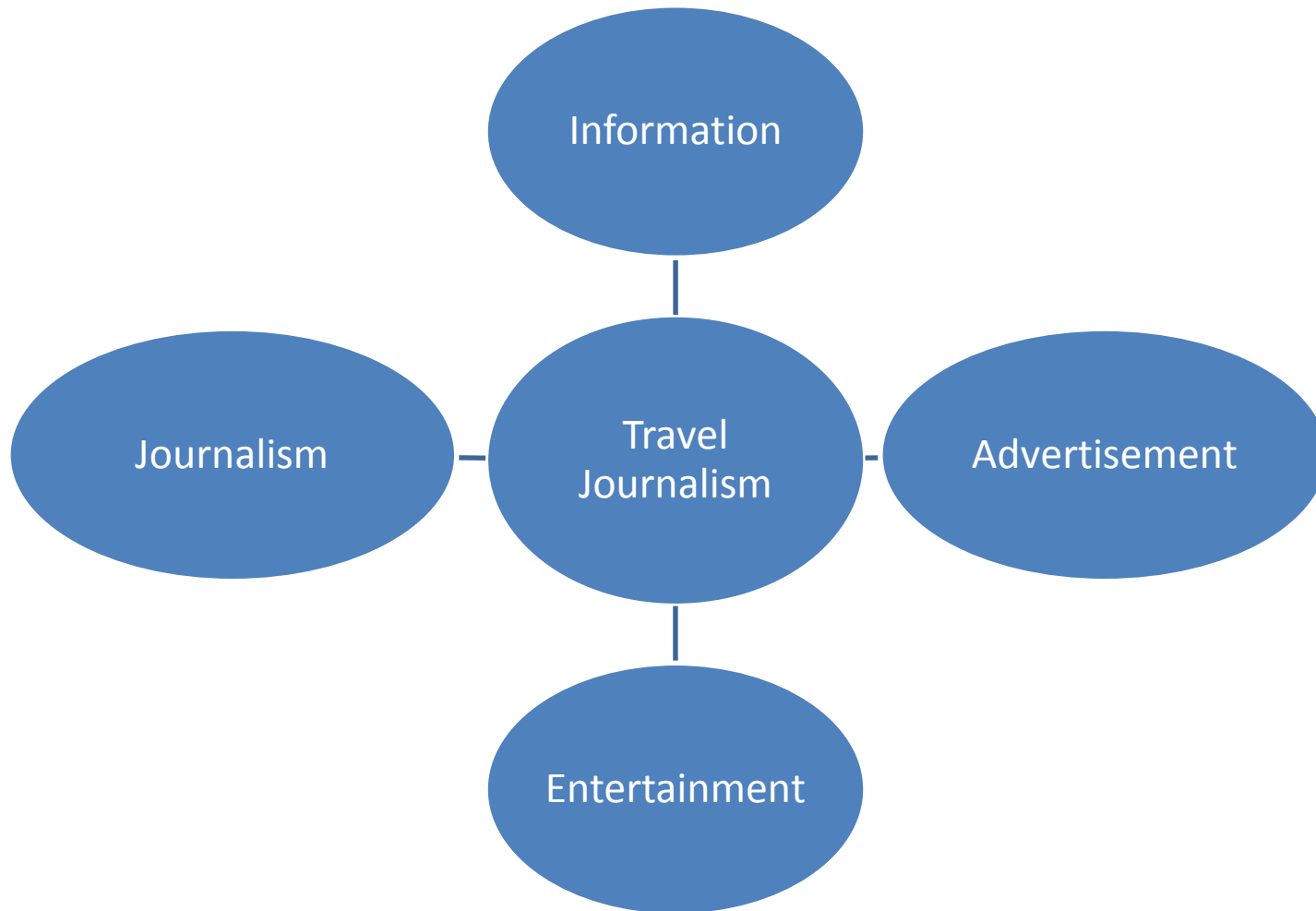
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just  
another  
example

Figure 1

... search for examples





# Types of Travel Articles

- Personal experience essays
- Travelogues
- Destination articles
- Food-related articles
- Travel advice or service articles (travel tips)
- Special Interest articles ( shopping, golf, gardens, art, antiques, baseball...)
- Journey articles ( emphasize they way you get there)
- Roundup articles (the writer collects information on many places with a common theme, e.g. 'Food festivals')



# Travel stories headlines (1)

• How To Headlines

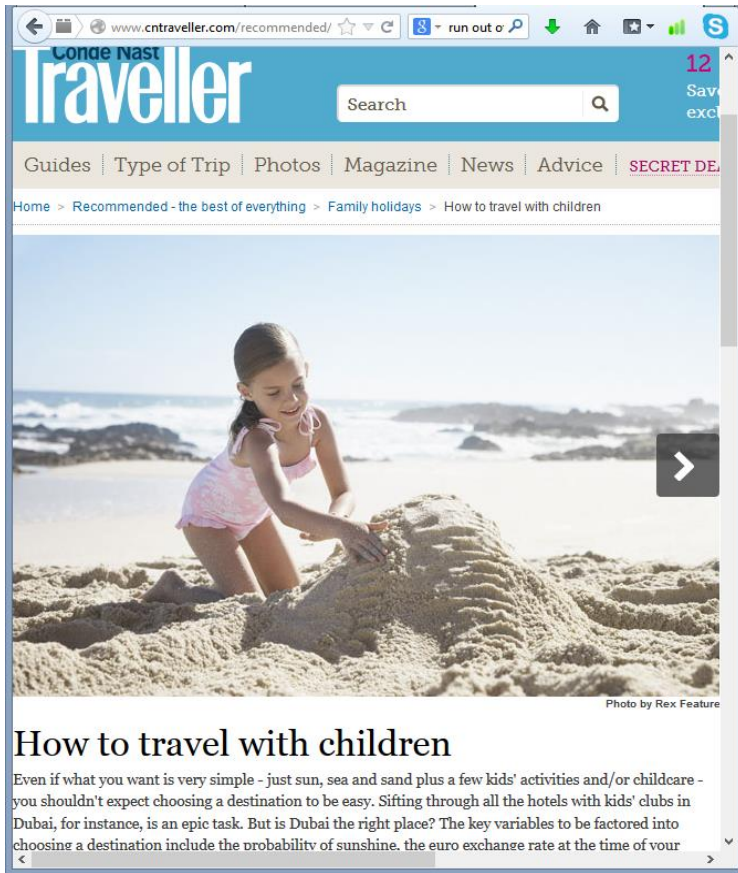


Figure 2: How to travel with children

<http://www.cntraveller.com/recommended/luxury-family-holidays/how-to-travel-with-children>



Figure 3: How to be a part of the polo club

<http://magazine.fourseasons.com/travel-food-style/sport-outdoors/golf-leisure/palm-beach-polo-club>





# Travel stories headlines (2)

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## • How To Headlines

How to Use Credit Cards to Travel for Free

How to Use Local Websites to Save Money on Flights

How to Quit Your Job and Travel the World

How to Visit Bali and Have the Time of Your Life



# Travel stories headlines (3)

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## • Questions

Why Haven't You Taken Your "Dream Trip" Yet?

Italy Vs. Spain: Which Has Better Food?

Do You Recognize These Places?

Young and Broke? 7 Reasons You'll Love Southeast Asia

Tired of Hostels? Here's How to Find Posh Apartments  
Around the World



# Travel stories headlines (4)



• The ... secret

CONCIERGE RECOMMENDATIONS

## Secret Passages

Mar 31, 2014

By: Virginia Citrano



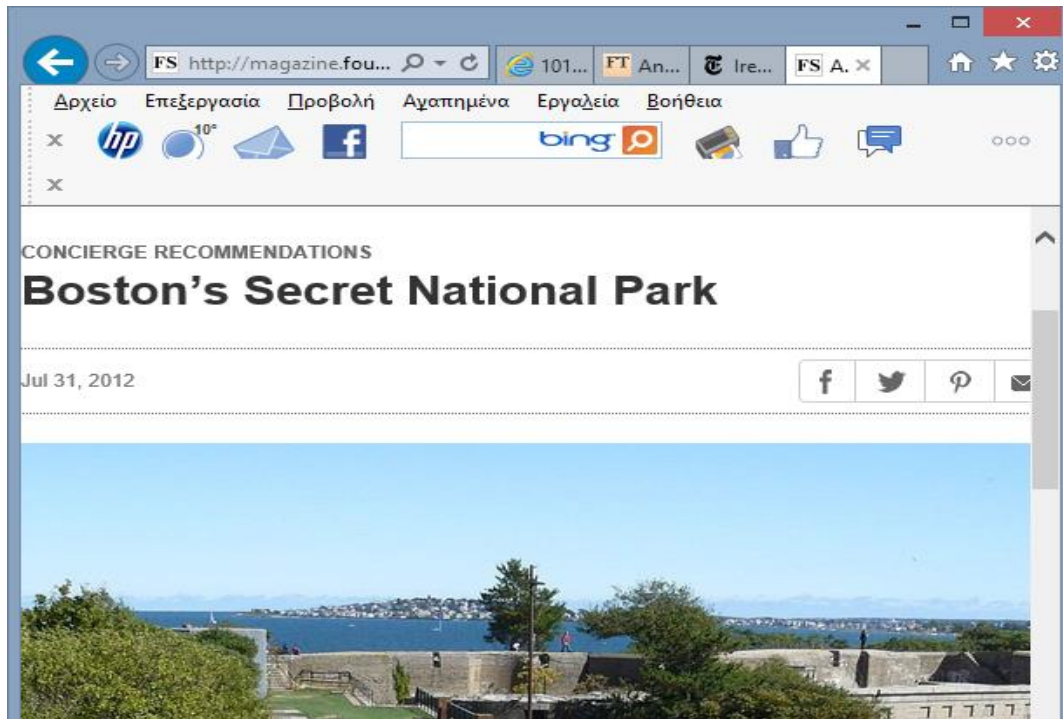
<http://magazine.fourseasons.com/concierge/paris/secret-passages>

Figure 4: Secret passages



# Travel stories headlines (5)

• The ... secret



<http://magazine.fourseasons.com/concierge>

Figure 5: Boston's secret national park



# Travel stories headlines (6)

• Lists

- The Top 10 Countries for Backpacking
- The Top 10 Rivers for Rafting
- 3 Foods to Eat Before You Die
- 8 Monuments to See Before You Die

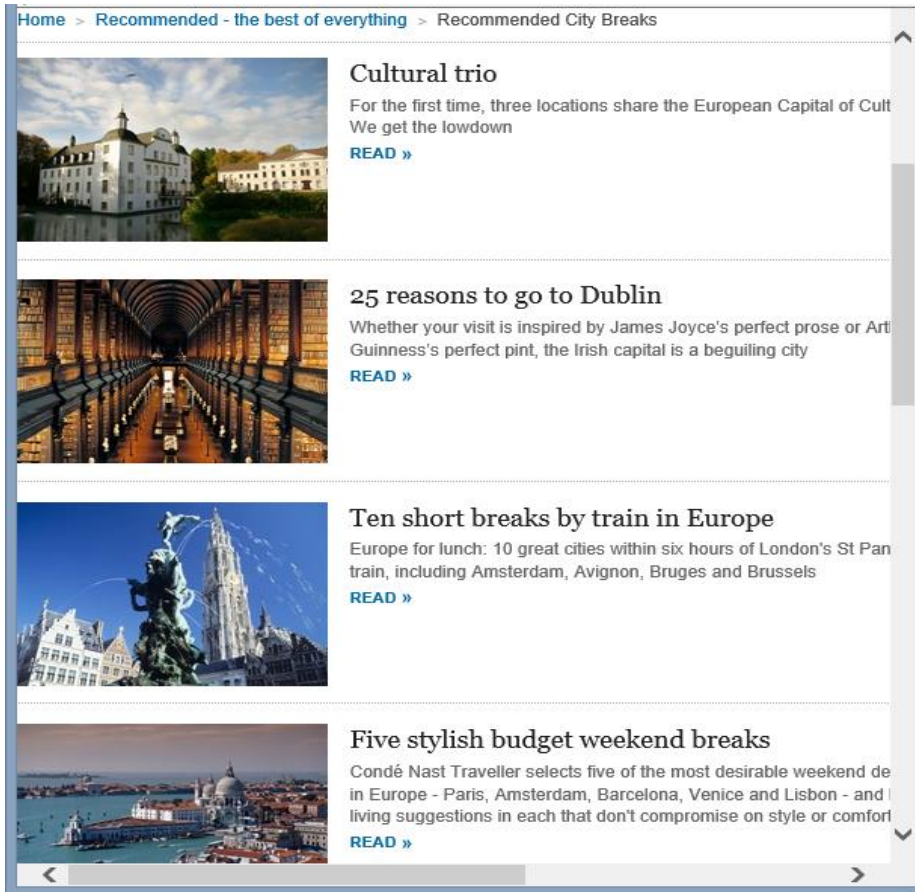
<http://www.cntraveller.com/awards/the-gold-list>

The screenshot shows the 'GOLD STANDARD 2015: HOTELS' page. At the top, there is a banner image of a modern hotel building in a snowy landscape with the text 'GOLD STANDARD 2015: HOTELS' and 'The world's best hotels from coast to country, chosen by the editors of Condé Nast Traveller'. Below the banner is a search bar with the text 'Search for Gold Standard hotels by location' and a dropdown menu labeled 'Select location'. To the left of the search bar is a list of 'AMAZING LOCATIONS' with links: 'Paws Up, Montana', 'Tierra Patagonia, Chile', 'Nikoi Island, Indonesia', 'Minaret Station, New Zealand', and 'Kaya Mawa, Malawi'. Below this is a section titled 'THE HOTEL ARCHIVE' with links for 'The Gold List 2012', 'The Gold List 2011', 'The Hot List 2013', and 'The Hot List 2012'. The main content area features two columns of featured articles. The left column is titled 'GOLD STANDARD 2014: HOTELS' and includes a sub-headline 'The world's best hotels, as chosen by the editors of Condé Nast Traveller' and an image of a hotel with a pool. The right column is titled 'GOLD STANDARD 2014: THE BEST BARS & BEACH BARS' and includes a sub-headline 'Our 24-carat pick of the world's best cocktail bars and beach clubs' and an image of a beach bar. At the bottom of the page, there are two more images: one of a hotel interior and one of a tropical beach scene.

Figure 6: Gold standard 2015 (hotels)



# Numbers and headlines



• numbers

<http://www.cntraveller.com/>

Figure 7: Numbers and headlines



# Film titles

film titles

**Eat, Pray, Love - now try the holiday**

**ITALY ITALY: PRAY**

You don't have to amble far to worship at the door of culture in Rome. Base yourself in history and ultra-luxury at the two-suite [Residenza Napoleone III](#) on fashionable Via Condotti or in artistic modernity at [Hotel Art on Via Margutta](#), famous for its beautiful art collection and...

Recommended li

- [More Italy: city an guides](#)
- [More Bali: the tra](#)
- [More India: all ou](#)

Figure 8: Conde Nast Traveller (Italy)

<http://www.cntraveller.com/recommended/honey-moons-romantic-breaks/eat-pray-and-love/page/italy-pray>



# Song Titles

Song titles



Photo

## Hippie Shake

**MEXICO** Roughly 65 million years ago, a vast, dinosaur-killing asteroid hit this part of Mexico. There is something about Tulum that remains a little stellar. New agers come here to tune in, the fashion crowd comes to space out. Melinda Stevens enters its orbit.

**Recommended links**

- Mexico travel guide
- Amansala Chica, Tulum
- Papaya Playa, Tulum
- Haciendas of the Yucatan

This is a beach, a great beach, by any standard. The sea is a turquoise rough and tumble, the s

Figure 9: Conde Nast Traveller (Mexico)

<http://www.cntraveller.com/recommended/beaches/tulum-mexico>





# The best of



The best of...

<http://www.cntraveller.com/recommended/beaches/spetses-best-restaurants-and-hotels-greek-islands-greece>

Figure 10: The best of Spetses



# Travel stories headlines (7)

<http://www.ft.com/intl/cms/s/2/bd22e31e-0b47-11e3-bffc-00144feabdc0.html>



Figure 11 : Ancient paths

<http://www.theguardian.com/world/2013/may/31/ikaria-greece-longevity-secrets-age>



Figure 12 : The island of long life



# Travel stories headlines (8)

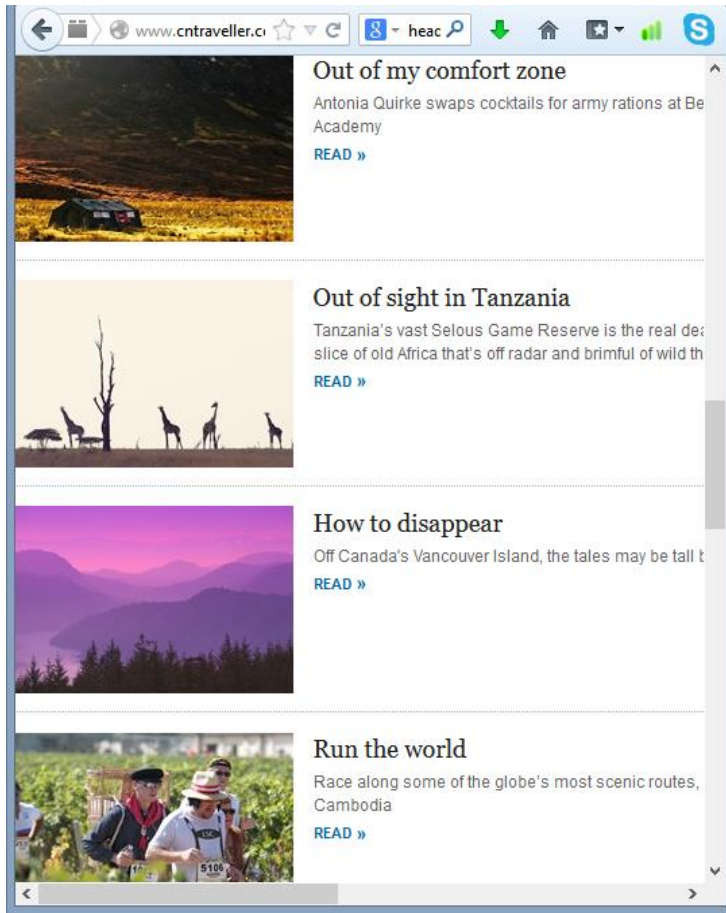


Figure 13: Travel stories headlines

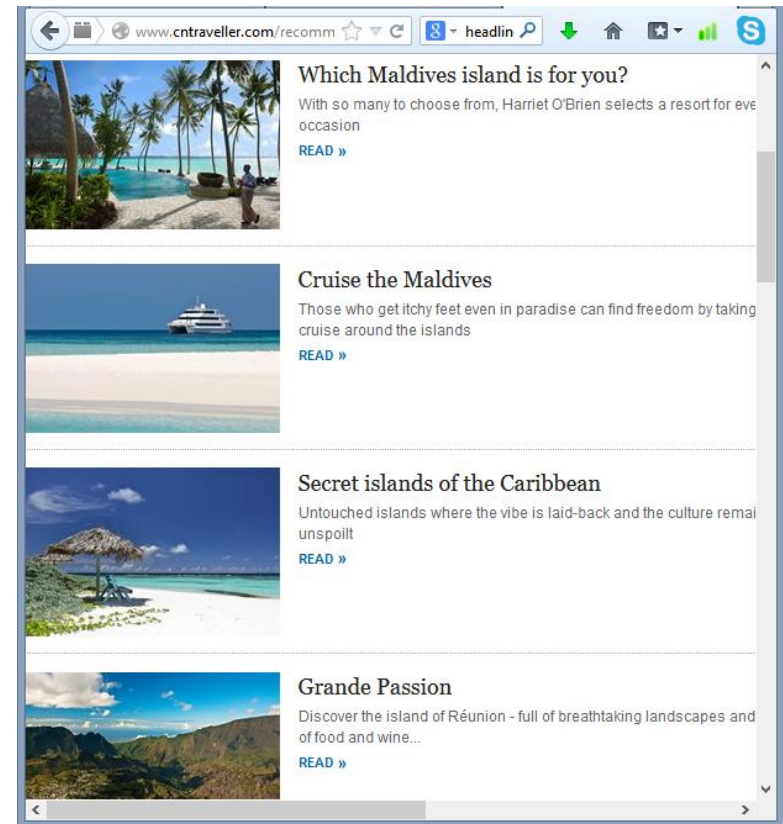


Figure 14: Travel stories headlines

<http://www.cntraveller.com/>



# Travel Article Writing

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**NON- NARRATIVE/ NARRATIVE**



# Travel Narratives and Techniques

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**Creative non-fiction travel stories**

**How do we tell a travel story?**

**We need characters, setting and plot.**

**And a Narrator...**



# Task 1

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- Find 10 factual style travel articles and 10 creative non-fiction style travel articles and **comment** their writing and narrative techniques.
- Upload on our FB Team the links of the articles and your comments and **lets talk about them!**



# Task 2

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- Find 20 travel article headlines that you **really** like, post them on FB and lets talk about them...



# Creative Task: Travel Accounts

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Try to remember a very pleasant or a nasty experience during a trip of yours and...tell us about it!

Use any kind of tool or software you like and send us a video, audio or text about your travel experience.

**Don't forget to find an appropriate **title** for it.**





# References (figures)

1. Example.svg

<http://commons.wikimedia.org/wiki/File%3AExample.svg>

By Nethac DIU (Own work) [Public domain], via Wikimedia Commons from Wikimedia Commons

2. How to travel with children

<http://www.cntraveller.com/recommended/luxury-family-holidays/how-to-travel-with-children>

3. How to be a part of the polo club

<http://magazine.fourseasons.com/travel-food-style/sport-outdoors/golf-leisure/palm-beach-polo-club>

4. Secret passages

<http://magazine.fourseasons.com/concierge/paris/secret-passages>

5. Boston's secret national park

<http://magazine.fourseasons.com/concierge>

6. Gold standard 2015 (hotels)

<http://www.cntraveller.com/awards/the-gold-list>

7. Numbers and headlines

<http://www.cntraveller.com/>

8. Conde Nast Traveller (Italy)

<http://www.cntraveller.com/recommended/honeymoons-romantic-breaks/eat-pray-and-love/page/italy-pray>

9. Conde Nast Traveller (Mexico)

<http://www.cntraveller.com/recommended/beaches/tulum-mexico>

10. The best of Spetses

<http://www.cntraveller.com/recommended/beaches/spetses-best-restaurants-and-hotels-greek-islands-greece>

11. Ancient paths

<http://www.ft.com/intl/cms/s/2/bd22e31e-0b47-11e3-bffc-00144feabdc0.html>

12. The island of long life

<http://www.theguardian.com/world/2013/may/31/ikaria-greece-longevity-secrets-age>

13, 14. Travel stories headlines

<http://www.cntraveller.com/>



# End of Module 5

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