

Some examples of effective headlines:

- *Breaking news: young women criticised by men*
- *Your handy guide on how to judge women for speaking!*
- *Am I 'deficient'? Yes, but only in patience*
- *Deficient? Different? Dominated? DONE.*
- *Would it be at all possible for linguists to stop telling women we're a bit weak, please?*
- *10 cool ways you can criticise women's language (You won't believe number 6!)*
- *Conversational 'shitwork'? I demand a raise*
- *Forget Tannen and Lakoff, it's time for some Cameron sense*
- *Lakoff? Fakoff.*
- *It's time to stop Hyde-ing from the reality of the 'gendered' language debate*