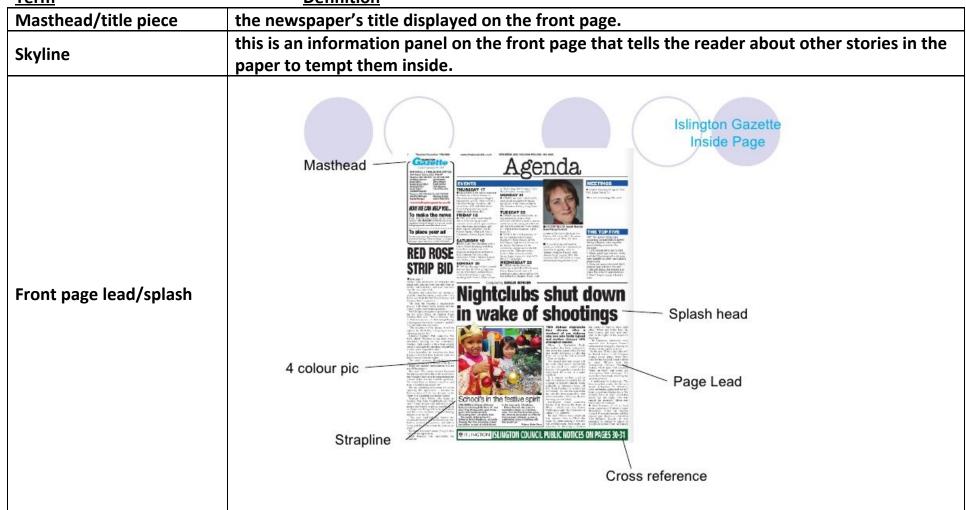
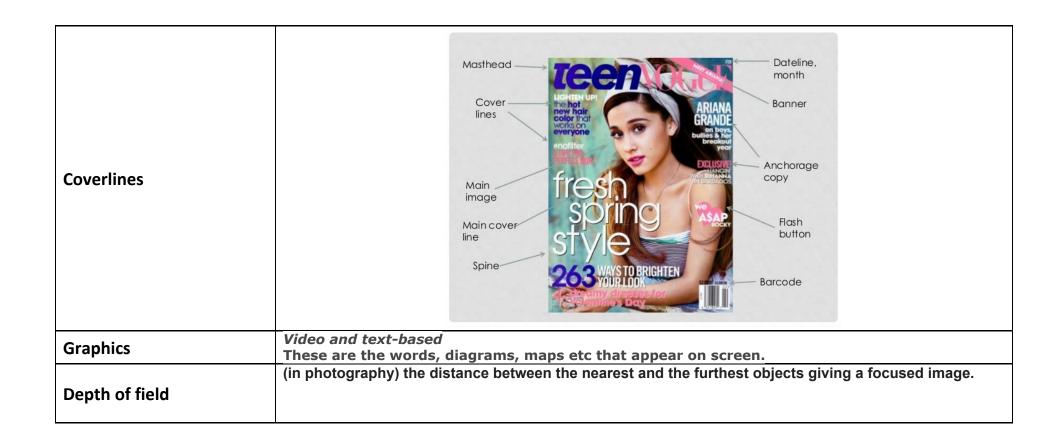
Module 3: Key terms Task

Term Definition





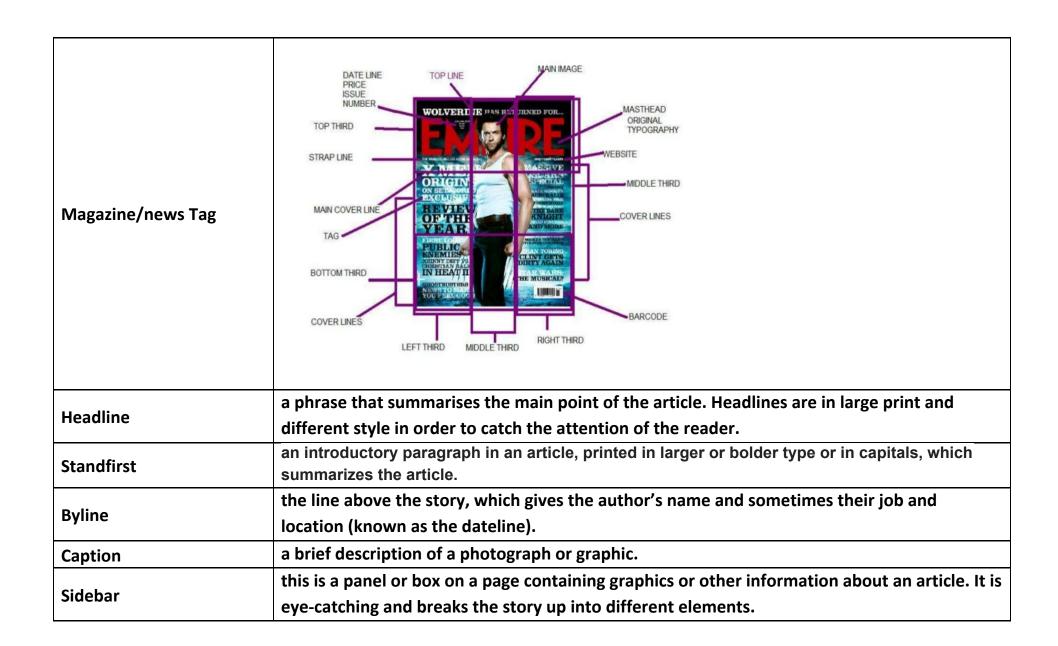


The left third of the magazine cover is vital for sales in shops where the magazine is not shown full-frontage - as on these crammed shelves at a Zurich airport newsagent. The title must stand out among dozens of competitors. The start of the masthead is important here, as are short cover lines that are easy to read

Left third



The top fifth of the cover - usually dominated by the masthead - may be the key part in supermarkets or bookshops, where magazines are displayed differently



| Сору | editorial matter: text and pictures | | | | |
|-----------------|---|--|--|--|--|
| Crosshead | bolded/large text that breaks up a long story. | | | | |
| News Package | A news package is a creative, visual and long form of storytelling found ontelevision newscasts. The news is conveyed to an audience by packaging together a story that includes characters, facts, plot twists and a climax to provide entertainment value at the same time. | | | | |
| | www.yourobserver.com THURSDAY, OCTOBER 16, 2008 | | | | |
| | We recommend | | | | |
| Opinion section | It is time to make your decisions. Ugh. You can sense the pall. Voters on all sides are weary of the intellectually vacant and distorted advertising. The incessant, mucousy perversions of truth on TV. The attack-dog mailers. The telepollers calling after dinner. Yuck to it all. Respectable candidates hate this stuff. But many of them shrug their shoulders and say, "What are you going to do? Unfortunately, you have to go negative to win." As if that makes it OK. Ugly campaigns, of course, have been part of our process for 200 years. Thomas Jefferson's camp in 1800 accused President John Adams of having a "hideous hermaphroditical character, which has neither the gentleness and sensibility of a woman." Adams called Vice President Jefferson "a mean-spirited, low-lived fellow, the son of a half-breed Indian squaw, sired by a Virginia mulatto father." Jefferson's campaign manager It is time to make you coing and did at taxpayers' expense with her to challenges of be outcome of the 200 to to,, she de to strated her increasant, mucousy perversions of truth on TV. The attack-dog mailers. The hallenges of be outcome of the 200 to, she de to strated her increasant, mucousy perversions of truth on TV. The attack-dog mailers. The hallenges of be outcome of the 200 to, she de to strated her increasant, mucousy perversions of truth her to challenges of be outcome of the 200 to, she de to strated her increasant in the bout unp to assure all of the vo. Ye can in spite of all of the falling that candidate Christine Jennings? After the 2006 election and other criticisms that have been leveled by her opponents, additate Christine Jennings? After the 2006 election and other criticisms that have been leveled by her opponents, additate Christine Jennings? After the 2006 election and other criticisms that have been leveled by her opponents, and the vo. — Nancy Dete. — Sarasota County Sues. Is pletions— Kathy Dent, Republican. | | | | |
| Obituaries | a notice of a death, especially in a newspaper, typically including a brief biography of the deceased person.(someone die) | | | | |
| Symmetrical | symmetrical means that both sides of something are identical./ | | | | |

| | Symmetrical balance is when everything is perfectly and evenly balanced out. | | |
|------------------------------|--|--|--|
| Asymmetrical | Asymmetrical balance refers to a design that has dissimilar elements but still appears balanced, dividing a picture in half won't have the exact same elements however the elements they do have are varied and seem to balance one another out.\ having parts which fail to correspond to one another in shape, size, or arrangement; lacking symmetry. | | |
| Typography | the style and appearance of printed matter. | | |
| In house | A form of media used by a company or organisation to communicate to employees about internal about news, issues and developments. | | |
| Pull Quotes | a quote from the story that is enlarged and appears within the text. | | |
| Newspaper Standfirst | an introductory paragraph in an article, printed in larger or bolder type or in capitals, which "w BOOK BLUR, orgles, VOMITINGAND VICEDIN." The reference of the capital states of the capital state | | |
| Formal and informal register | Formal and informal language serve different purposes. The tone, the choice of words and the way the words are put together vary between the two styles. Formal language is less personal thaninformal language. It is used when writing for professional or academic purposes like university assignments. | | |
| Direct address | A direct address is the name of the person (normally) who is being directly spoken to. | | |
| Slang | a type of language consisting of words and phrases that are regarded as very informal, are more common in speech than writing, and are typically restricted to a particular context or group of people. | | |
| Colloquialisms | a word or phrase that is not formal or literary and is used in ordinary or familiar conversation. | | |

Examples types of newspapers...

| . ,, | Definition of this style of news paper | Example: from your country (give a brief history and front page example) | Example: from your country (give a brief history and front page example) | a) Example: of a typical type of news story for this type of newspaper.b) explain why this is typical for this type of newspaper? |
|------------|---|--|--|---|
| Broadsheet | a large piece of paper printed with information on one side only. | 大規グ 大規グ 大規グ 大規グ 大規グ 大規グ 大規グ 大規グ | HARRICO, GARRAN | UK newspapers can generally be split into two distinct categories: the more serious and intellectual newspapers, usually referred to as the broadsheets due to their large size, and sometimes known collectively as "the quality press", and others, generally known as tabloids, and collectively as "the popular press", |



| Regional | Local or regional. A local newspaper serves a region such as a city, or part of a large city. Almost every market has one or two newspapers that dominate the area. |
|----------|---|

Liverpool Echo
Birmingham Evening Mail
Evening Times (Glasgow)



