

1: Tabloid, Broadsheet & On-line conventions	2: Vocabulary & Terminology	3: Persuasive Devices & Terminology
<p>Editorial— an opinion piece written by the editor.</p> <p>Headline - a big bold title to attract attention and give an idea about what the story is about.</p> <p>Pictures/images— supports the story by providing photographic ‘evidence’.</p> <p>Caption— writing under the picture that explains briefly what is happening in the image.</p> <p>By-line—tells us who wrote the article and when.</p> <p>Columns—newspaper articles are written in columns to help keep your place and make room for the pictures.</p> <p>Quotations —makes the story sound more reliable by giving first-hand experience or expert comment.</p> <p>Hyperlinks—used in on-line texts to direct you to other websites or related articles.</p> <p>Tabloid—shorter articles, shorter sentences, more photos. Tend to be more sensational with a focus on gossip and celebrity culture.</p> <p>Broadsheet—bigger format, more in-depth coverage, fewer pictures. Focus on</p>	<p>Hysteria—excitement, panic or frenzy created by a story.</p> <p>Desensitisation—people become emotionally insensitive to news.</p> <p>Representation— the way a particular group of people are represented or portrayed in the media, or the audience who the media is speaking on behalf of.</p> <p>Archetype—A universal type or model of character that is found in many different texts, e.g. anti-hero, wise old woman, temptress .</p> <p>Stereotype—an oversimplified conception of a person or group.</p> <p>Xenophobic—a fear or dislike of foreign people</p> <p>Ideology—a system of social beliefs or values that shape the way people think or act.</p> <p>Mediation—to work with both sides in a dispute to reach an agreement.</p> <p>Anchorage—setting the meaning of an image within a text.</p> <p>Sensationalism—focusing on the most emotive or shocking aspects of a story.</p>	<p>Pun— a humorous play on words where a word can have more than one meaning.</p> <p>Hyperbole—deliberate and obvious exaggeration, e.g. I could eat a horse.</p> <p>Rhetorical Question—a question designed to get the audience thinking.</p> <p>Emotive Language—language that plays on a specific emotion: guilt, pride, anger etc.</p> <p>Superlatives—an adjective that describes the highest degree of comparison: fastest, tallest, most etc.</p> <p>Tokenism—making a minimal or symbolic effort.</p> <p>Bias— an unfair preference or dislike for something.</p> <p>Facts—information that can be proved to be true.</p> <p>Statistics—numerical data.</p> <p>Opinion—one person’s view on an issue.</p>
4: Vocabulary	5: Sentence Types	6: Roles & Organisations
<p>Brand identity—the visible elements of a brand, such as colour, design, and logo, that identify and distinguish the brand in consumers’ minds. E.g. McDonald’s golden arches.</p> <p>Diversity— variety .e.g. in opinion, style, religion etc.</p> <p>Discrimination—unfair treatment of a person or group based on age, gender, race etc.</p> <p>Prejudice—an unfavourable opinion based on insufficient knowledge. E.g. sexism, ageism, racism etc.</p> <p>Voyeuristic—someone who is fascinated by watching others’ misery or scandal.</p> <p>Portrayal—the way a person, an event or scene is presented to others.</p> <p>Comparatively—in comparison with something else, e.g. The costs were comparatively high compared to this time last year.</p> <p>Conversely—the opposite of something.</p> <p>Whereas— in contrast, on the other hand.</p>	<p>Declarative—a sentence that announces a statement clearly.</p> <p>Exclamatory—a sentence marked by an exclamation that expresses shock, anger or surprise.</p> <p>Interrogative—a sentence that asks a question to seek who, why, what, where, when, how etc.</p> <p>Imperative —a sentence that involves an instruction or command.</p> <p>Accusatory—a sentence that confronts or blames.</p> <p>Statement— a sentence that simply states a fact or intention.</p> <p>Open question—a question that allows for a developed response.</p> <p>Closed question—a question that only allows for a short, specific answer.</p>	<p>Social Media—media that allows people to create and share content, e.g. Facebook, WhatsApp etc.</p> <p>BBC—The British Broadcasting Company. The World’s leading Public service provider.</p> <p>Children’s Commissioner– In England this is Dame Rachel de Souza. She speaks up for children and young people so that policymakers and the people who have an impact on their lives take their views and interests into account when making decisions about them.</p> <p>Journalist— someone who writes for a magazine or newspaper.</p> <p>Editor—the overall supervisor of content for a newspaper or magazine.</p>