

General Media Conventions

Date line

A line that shows the date that a media publication/article was written/first published.

Anchorage

The text (copy) that fixes (anchors) an image and its meaning.

Headline

The text, usually in larger font, at the top of a page or article in a newspaper or article, indicating what the content is to the reader.

Font

The style and size of text characters on the printed page or screen.

House style

The overall design style of a newspaper, website or magazine. This might include font, colour scheme and layout.

Brand

A type of product that is manufactured and marketed under a particular name, logo and design.

Cross-head

Words used as a title or sub-heading to break up text in a newspaper or magazine.

By-line

The printed line of text in a newspaper/magazine that names the writer of an article.

Convergence

The merge of previous media technologies and media forms due to digitalisation.

Social, Political and Cultural Contexts

Freedom of press

Freedom of the media to communicate and express freely.

Political context

Reflects the political stance the newspaper or magazine has.



**Knowledge Organiser:
CSP Print: Newspapers & Magazines**



Media Audiences

Mode of address

The way a media product 'speaks' to its audience.

Niche audience/market

A relatively small segment of an audience with specific tastes and interests.

Audience positioning

Each media text that is constructed to position its intended audience in a particular place and to respond in a certain way to it.

Demographics

The characteristics and make-up of a sample of the population, eg age, gender, nationality.

Preferred reading

The interpretation of a media text that the producers intended the audience to have.

Active audience

Audiences that, rather than sitting passively in front of a media product, positively interact with what they are seeing and hearing

Passive audience

An audience that just observe events rather than actively respond to it.

NRS: Social Demographic Scale

A system of demographic classification used in the UK.

Media Representations

Social groups

Upper, Middle, Lower class social groups represented within the newspaper or magazine.

Issues and events

Different issues and events featured in the news article. How they convey point of view, messages , values and beliefs.

Media industries

Market position:

Consumer's perception of the product in relation to competing brands or products

Circulation figures:

Circulation figures is the number of copies it distributes on an average day.

Ownership: Who owns the newspaper or magazine.