Your notes

GCSE Media Studies: revision notes

Newspapers, magazines and advertising

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Newspapers

- **Tabloids** use short articles, big headlines, lots of images, informal language and celebrity or human-interest stories. **Broadsheets** (quality papers) use longer articles, formal language and more political and international news.
- Newspapers are increasingly read online, supported by advertising, subscriptions and **paywalls**.
- Front pages use the splash, headline, images, and puffs to attract readers.

Magazines

- Magazines target specific audiences (often niche), with a **house style**: consistent fonts, colours and tone.
- Cover conventions: masthead, main image (often with direct eye contact), **cover lines**, puff, strapline and price.

Advertising and marketing

- Adverts persuade audiences to buy products or support causes. Techniques include **celebrity endorsement**, **slogans**, emotional appeal, humour, and before-and-after images.
- Marketing campaigns use posters, trailers, social media and influencers.
- Charity and public information adverts often use shock or emotion to change behaviour.

Key terms

Tabloid	A newspaper with short articles, big headlines and informal language.
Broadsheet	A newspaper with longer articles and more serious news.

House style	The consistent look and tone of a publication.
Cover line	Text on a magazine cover about stories inside.
Slogan	A short, memorable phrase used in advertising.
Celebrity endorsement	Using a famous person to promote a product.
Paywall	A system that charges readers to access online content.

Your notes

Quick questions

Cover the answers and test yourself: remembering is what makes it stick.

1. What is a tabloid?
2. What is a broadsheet?
3. What is a house style?
4. What is a cover line?
5. What is celebrity endorsement?
6. What is a slogan?
7. What is a paywall?
8. Why do magazine cover models often make direct eye contact?

Answers

1. A newspaper with short articles, big headlines and informal language
2. A newspaper with longer articles and serious news
3. The consistent look and tone of a publication
4. Text on a magazine cover about stories inside
5. Using a famous person to promote a product
6. A short, memorable phrase used in advertising
7. A system that charges readers to access online content
8. To connect with and engage the reader

What to do next

Practise 10 questions on this topic

Try 3 exam questions, with mark schemes

Read the lesson, one step at a time

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