Activate *for AQA*

Same idea, different audience

Structure of an article

Headline
A catchy line to grab attention. Should be short and written in letters larger than the content.

Strapline
More information than the headline, to get the attention of the reader. Written in larger letters than the content but smaller than the headline.

Content (body text)
Use sub-headings to break the story into chunks, they make the article easier to read. The differences between newspaper and magazine articles can be found on the next page.

Newspaper	Magazine
Content (body text)	
• In columns - two or three per page. • Use Standard English – no slang words or contractions (e.g., use 'it is' not 'it's', and 'we are' not 'we're'). • Opening paragraph should engage the reader, so give an overview of the most important parts of the story and add to them later.	• Like a newspaper in style, so written in columns (usually two or three per page). • Use Standard English, but some slang words (colloquialisms) can be used if relevant to the audience. • More creative and colourful. Text and images should be used and added into frames around the page. • Think carefully about the content – which part do you want the user to see first?
Pictures	
• Images are close to the text, near to where they are written about. • Images should add information to the story.	• Images are in frames of different shapes and sizes. • Images should be relevant to the story, but can also be used to add colour. • Some images can be added behind text or placed in fun ways on the page.