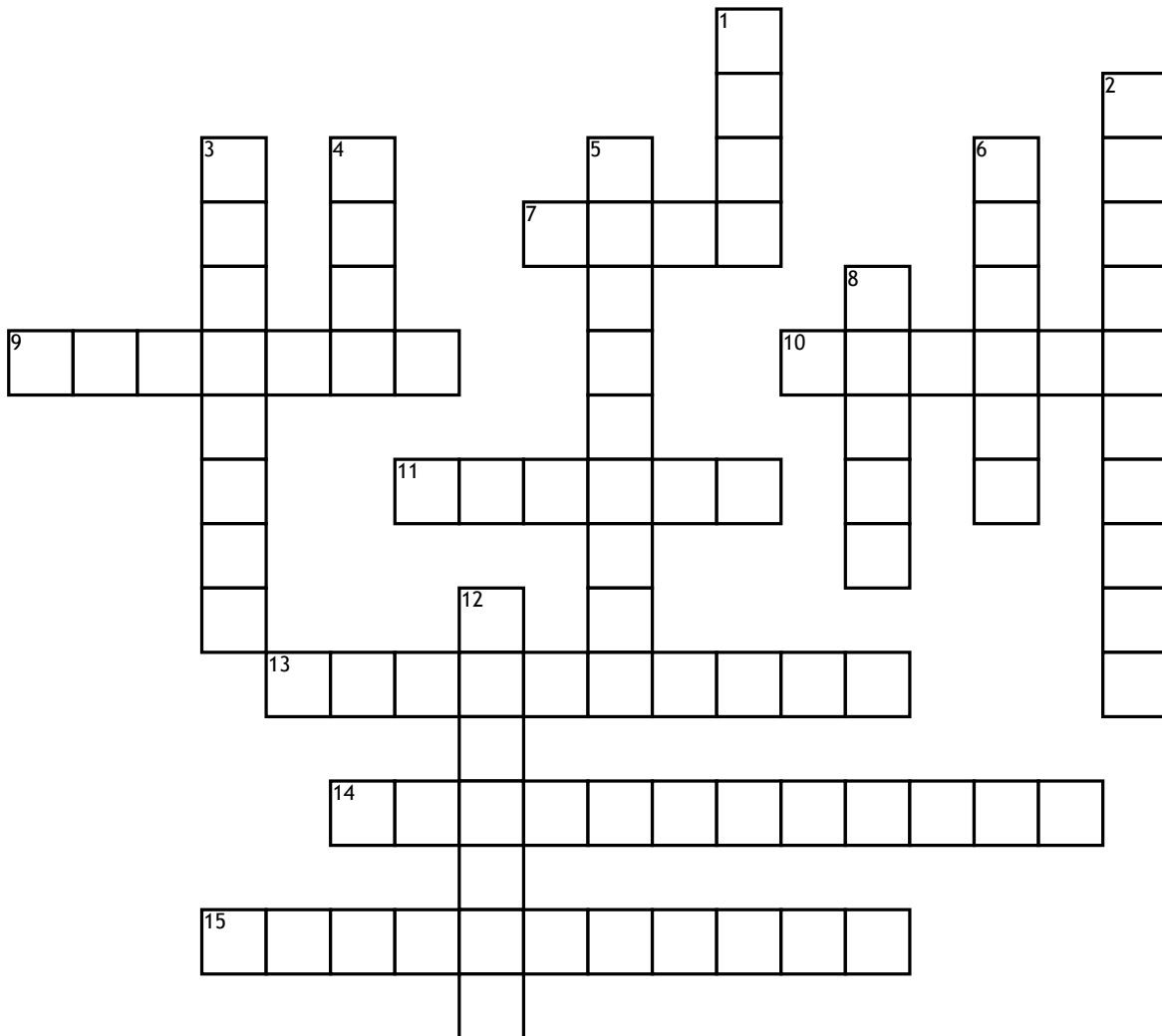


Name: _____

Date: _____

Media Studies



Across

7. Word play

9. The heading of a story

10. Catchphrase

11. Used to capture a child's attention

13. A serious newspaper

14. Repetition

15. Another word for endorsement

Down

1. An unbalanced account

2. 'Proven by dentists' is an example of _____ language

3. The title of the newspaper

4. A symbol

5. Positive language

6. Before you begin marketing a product you must identify your _____ audience

8. Colloquial language

12. An exaggerated newspaper