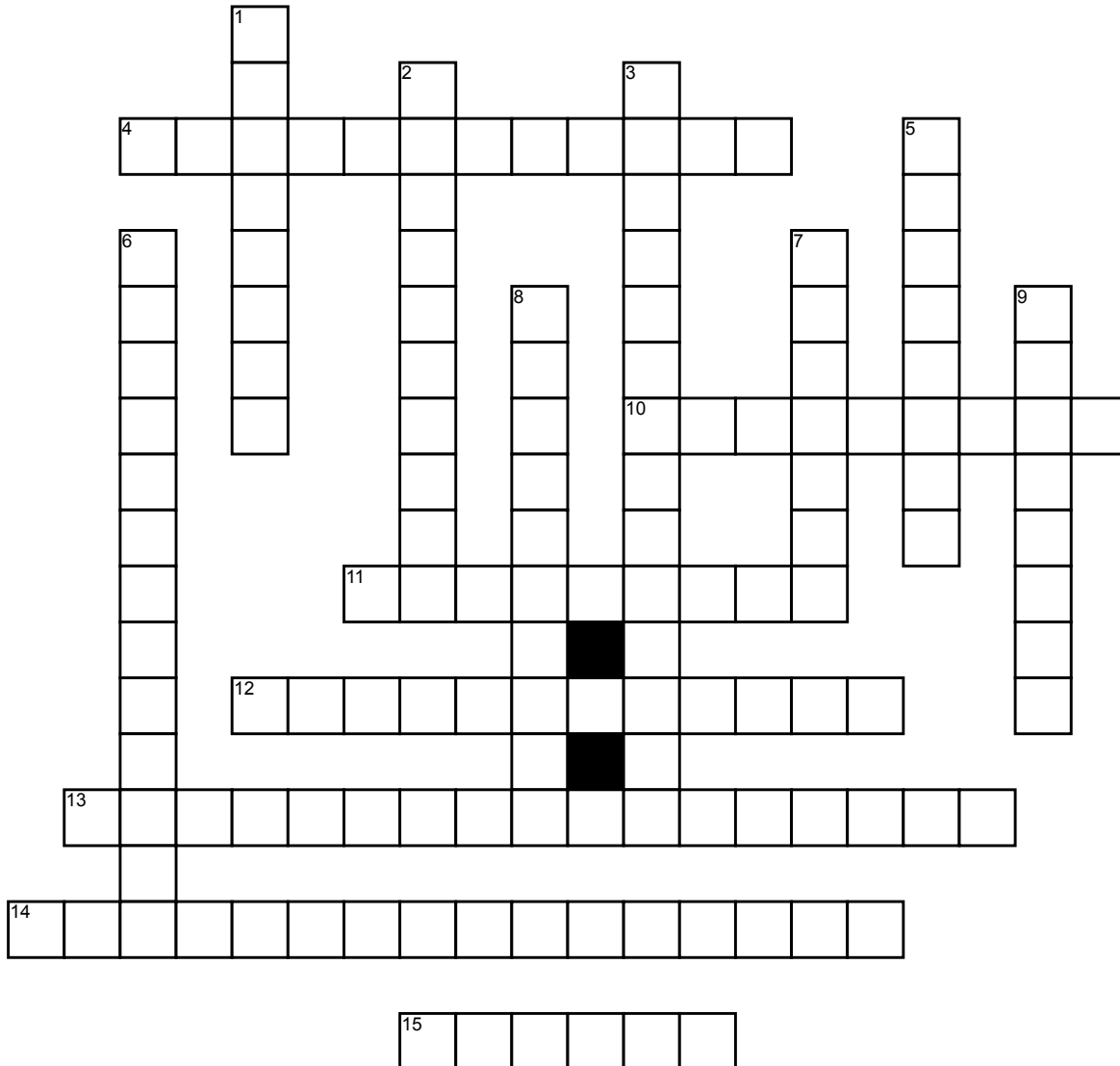


Media Terminology



Across

4. A type of article which reflects the authors opinion about the subject and uses many persuasive techniques to persuade readers to agree with the author

10. A newspaper article expressing the editor's opinion on a topical issue.

11. The authors aim or goal

12. A statement designed to inspire an immediate response from the audience

13. A piece which addresses issues of concern from a readers perspective

14. The group of people for which a piece of writing is designed to appeal to

15. A line in a newspaper naming the writer of an article.

Down

1. Something that is used to help readers believe that what is being stated is true and can be used to prove that an idea is correct

2. The idea or opinion that is being expressed by the author

3. The main story in the newspaper which focuses on an important news story in great detail

5. The art of effective or persuasive speaking or writing, especially the exploitation of figures of speech and other compositional techniques.

6. a notice or announcement which promotes a product, service, or event

7. A written description or explanation about a photo to provide more context.

8. An article which presents the key facts of an event without providing any opinion or editorial comment.

9. Text which indicates the nature of the article which appears below it.