


Newspaper placemat writing frame and template

<p>Newspaper layout</p> <p>Masthead Ears Skyline Banner headline Double decker headline Multi deck headline Strapline Column Picture Caption Byline Jumpline</p>	<div style="border: 2px solid #FF00FF; padding: 5px; background-color: #FFFF00; display: inline-block;"> <h3>Journalist's notepad</h3> </div>		
<p>Order of news report</p> <ul style="list-style-type: none"> ● Who? What? ● Where? When? ● Why? ● How? 	<p style="text-align: center;">A reporter's style</p> <ul style="list-style-type: none"> ● One sentence first paragraph ● Not naming subject until paragraph two ● Short paragraphs ● Embedded clauses to add information or detail concisely ● Emotive/ sensational language ● Reference chains ● Quotations from witnesses ● Comment from experts on present situation 	<p style="text-align: center;">The language of persuasion In adverts</p> <p>A Alliteration Assertion</p> <p>F Facts</p> <p>O Opinions</p> <p>R Repetition Rhetorical question</p> <p>E Emotive words Exaggeration Expert opinion</p> <p>S Statistics Semantic fields Slogan</p> <p>T Three – rule of Herd appeal /band wagon</p>	<p>Effective headlines might...</p> <ul style="list-style-type: none"> ● summarise the story ● miss out unimportant words ● use numbers/ percentages ● use 'we' or 'our' ● catch the reader's attention by using: <ul style="list-style-type: none"> ● rhyme ● alliteration ● puns ● intertextuality ● question mark(s) ● exclamation mark(s) ● graphology.
<p>A successful newspaper will have:</p> <ul style="list-style-type: none"> ● appropriate layout ● an effective headline ● a reporter's style ● careful proofreading ● persuasive adverts ● ordered paragraphs. 			<p>Proofreaders need to CHECK:</p> <p>paraphrasing spelling punctuation sentences make sense.</p>

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Newspaper layout features	Journalist's notepad		Effective headlines might... Summarise the story or catch the reader's attention by using:
Order of news report	A reporter's style:	The language of persuasion In adverts A F O R E S T	Proofreaders need to CHECK:
A successful newspaper will have:			