**English May 5th:**

**Task 1:**

**Pictures:**

These are used to draw the reader in through big bold bright colors and using famous celebrities.

**Captions:**

Used to clarify what the meaning of the pictures are or describing the picture if they are ambiguous.

**Headline:**

Used to draw the reader in using big bold text, often colorful and exaggerating the text.

**Sub-Headings:**

Used to give a more accurate summary of different parts of the body

**Use of color:**

Used to make text or image draw the reader in easier.

**Task 2 (How to guide):**

Drawing the reader in:

In order to draw that reader in, you would need appealing headings or pictures.

Heading: these need to be large, bold, and somehow suspenseful (e.g. A day with Ronaldo) that . They can be colorful as well how ever this is optional.

Pictures: these must be large and high definition. They also need to appeal to your audience, if you want to advertise for a clothing brand for women the picture would be some kind of good looking women where those clothes.

Language:

The language is important to keep the reader in once they read the heading. The techniques that will be discussed in this category will be: bias, colloquialism, connotations, simple vocabulary.

Bias: This is usually apparent when a there is a situation where you need to choose sides such as if a new law is being implemented, the writer would have bias with or against it. This is also used in articles about politicians and celebrities.

Colloquialism: This would be an informal language in order to draw all readers in and make it easy to read. E.g. instead of ‘I travelled with Tom Cruise on a Plane’ a colloquial sentence would be ‘I took a plan with Tom Cruise’.

Simple Vocabulary: This is important to use because you need vocabulary for all audiences even if your target is (e.g.) Scientists. For example, instead of ‘Mesons contain an anti-quark’ write ‘Particles that make up atoms contain anti-matter’.

Connotations: Usually, in a newspaper