

# KS3 ICT & MEDIA 'MAGAZINE COVERS' KNOWLEDGE ORGANISER

**Mode of Address** means how the text speaks to the audience, and involves them.

**Direct mode of address:** The model looks directly at the audience, or the writing speaks to 'you'.

## PHOTOSHOP TOOLS

Marquee Select Tools	→		←	Move
Lasso Select Tools	→		←	Magic wand
crop	→		←	Slice, Slice Select
Healing Brush, Patch	→		←	Brush, Pencil
Clone & pattern stamp	→		←	History brush Tool
Eraser	→		←	Paint Bucket
Blur, shapen, Smudge	→		←	Dodge Tool
Path selection	→		←	Text Tool
Pen & Anchor tools	→		←	Shape Tool
Notes	→		←	Color Picker tool
Hand Tool	→		←	Zoom Tool
Background Color	→			

**Anchorage text** – a caption for an image to help the reader understand

**Cover lines** - tells us what's inside the magazine

**Left third** – important information for the reader visible when stacked on shelves

**Pull quote** - a short phrase or quote from an article to entice the reader

**Masthead** – title/name of the magazine usually at the top

**Superimposition** – placing an image on top of another image for effect or importance

**USP – unique selling point** – what makes this issue better than its competitors



## PRIMARY & SECONDARY AUDIENCES

The audience that the media producer targets is called the PRIMARY audience. This is the audience they intend to target – i.e. Children are the primary audience for Disney.

Audiences that engage with the product who are NOT who the media producer intends to target is called the SECONDARY audience – i.e. parents are the secondary audience for Disney. They are still important, just not the primary focus.

## PURPOSES of Magazines

Producers might create media products for:

Information, Entertainment, Escapism

Profit, Community benefit, Raising Awareness

Critical acclaim, Inspiration, Experimentation