

Media vocabulary: describe, compare and explain

Vocabulary glossary

Headline: the main title of a report. Caption: text accompanying an image. Audience: the people a media text addresses. Framing: selecting and emphasising details to present a subject in a particular way. Source: the origin of information, such as a person or document. Evidence: material used to support a claim; its relevance and reliability still need checking.

Match all six terms

Write the term beside each definition: A. material supporting a claim; B. text accompanying an image; C. people addressed by a text; D. origin of information; E. main report title; F. selection and emphasis in a presentation. Terms: headline, caption, audience, framing, source, evidence.

Two fictional versions of one event

A headline: "New garden opens after months of planning". A caption: "The community garden welcomed visitors on Saturday."

B headline: "Saturday opening draws first visitors to garden". B caption: "The garden opened after a planning period."

Both describe the same invented opening. No real place, source or visitor count is supplied.

Compare and explain

1. Which headline foregrounds planning? Point to the words. 2. Which foregrounds the opening day? Point to the words. 3. Write one possible audience effect using may and label it as an inference. 4. Name one separate source that could verify event details for a real report. 5. Rewrite one headline without adding details.

Working space

Term and definition: _____. Wording and effect: _____. Supported claim: _____. Inference: _____.
Source needed: _____.

Check

Use precise terms and exact words from the example. A headline does not prove an event, a motive or how an audience actually reacted.