



Answers and quiz master copy

How to play

This can be a teacher or pupil led activity and as such does not give you the correct answers. These are included below.

Split the class into pairs or groups and in turn they choose a letter. Click the letter to bring up the question. The coloured hexagon will be on the letter if answered correctly. The winning team is the team that gets from one side of the board to the other.

MH – Masthead – Title of the magazine, usually at the top in large print.

BC – Barcode – Used to scan the magazine when purchasing. It is an optical, machine-readable, representation of data and contains information such as price.

P – Puff – Offers something more than the magazine, such as a giveaway.

CL – Cover Lines – Lines of text on the front cover designed to entice readers into buying the product.

S – Strip – Usually at the top or bottom of the magazine listing items that feature in the magazine.

CS – Colour Scheme – The choice of colours when designing a magazine, used to create style and appeal.

C – Caption – Text underneath an image that is trying to explain the image.

F – Feature – Often presented as a spread but with a human-interest angle. Not necessarily a 'news' item and often referred to on the cover.

LS – Lead Story – Main story, usually a splash.

MI – Main Image – Dominant picture, often central on a front cover.

TA – Target Audience – People who the magazine aims to sell to.

PN – Page Numbers – A system of organisation within the magazine. Helps you find what you want to read.

CP – Contents Page – At the front of the magazine telling you what is inside that issue.

DPS – Double Page Spread – A main article that runs over two pages.



PQ – Pull Quote – Something taken from within an article, usually said by the person in the main image.

AB – Airbrushing – A technique used on photographs to improve the image

CA – Classified Ad – An advertisement that uses only text, as opposed to a display ad, which also incorporates graphics.

G – Gutter – The blank space between margins of facing pages of a publication or the blank space between columns of text.

NS – Negative Space – The area of a page without text, image or other elements.

TL – Tag Line – A short memorable line of cover text that sums up the tone of the publication.