

Name_____

Date_____

Newspaper 1st Semester

Newspaper Vocabulary

1. **ARTWORK:** Materials other than text, such as photos, illustrations and diagrams.
2. **BANNER:** The main headline that runs across the top of the front page.
3. **BEAT:** Area assigned to a reporter for regular coverage: for example, police or city hall. Also, a term sometimes used for an exclusive story.
4. **BLEED:** To print past the finished image area into the trim area.
5. **BOX SCORE:** Statistics of a baseball game, football game, or other sporting event, giving details and scores inning by inning, quarter by quarter.
6. **BREAK:** 1. The point at which a story turns from one column to another or "jumps" to another page. 2. The time when a story becomes available for publication. News is said to "break" when it happens.
7. **BROADSHEET:** A full-sized newspaper. Dimensions for a broadsheet page vary from about 25" x 21.5" to 27" x 23".
8. **BYLINE:** A line at the beginning of an article that gives the name of the writer(s).
9. **CIRCULATION:** The number of newspaper copies sold or distributed.
10. **CMYK:** The four process colors used for printing full color pictures: Cyan, Magenta, Yellow, and black.
11. **COLUMN:** Vertical dimensions of a newspaper page that change in width depending upon the product. Editorial and Retail Advertising are composed of six columns per broadsheet page:
12. **COLUMNIST:** A writer using the same space daily, such as Ann Landers, in contrast to a reporter.
13. **COPY:** 1. Material submitted with the layout for inclusion in an ad or news reproduction.
14. **COPY EDITOR:** A newspaper worker who corrects or edits copy written by a reporter and writes headlines.
15. **CROP:** The trimming of an image for publication.
16. **CUTLINE:** Caption or text near a photo that describes the action or identifies the subject(s).
17. **DATELINE:** Line at the beginning of a story identifying the place of origin of the story, but not the date.
18. **DECKHED:** Sub-headline over article, usually half the size of main headlines
19. **DUMMY:** A draft page layout which indicates the position of each story, picture, headline, and ad on a newspaper page.
20. **EDITOR:** A person who decides what goes where in the news hole, or one who reviews and revises stories submitted by reporters.
21. **EDITORIAL:** An article appearing on the editorial page presenting the opinions of the newspaper. Also refers to the department where editorials originate.
22. **FACING PAGES:** Pages that run side by side, but are separated by a "gutter" or fold.
23. **FEATURE:** An in-depth look at a subject that interests readers but is not necessarily related to breaking news.
24. **FIVE Ws AND H:** The questions (Who? What? When? Where? Why? How?) that should be answered in the lead of an article written as an inverted pyramid.
25. **FLAG:** The banner or name of the newspaper on the front page.
26. **FOLIO:** A line at the top or bottom of a newspaper page that gives the newspaper name, section and page number, and publication date.
27. **GUTTER:** The margin of white space between two columns or where two pages meet.
28. **HEADLINE (HED):** The title of a story or article.
29. **INVERTED PYRAMID:** The traditional organization of a news story, with the most important
30. **JUMP:** Text continued on another page.
31. **LAYOUT:** Rough sketch that gives the general appearance of the finished printed product, indicating the relationship between ads, text and photos/illustration.
32. **LETTER TO THE EDITOR:** A letter in which a reader expresses his or her views in the newspaper; usually printed on the editorial pages.

- 33. **MASTHEAD:** Box or section printed in each issue, listing the publisher, owner, editors, the location of office.
- 34. **NAMEPLATE:** The newspaper's name on page one, also called the flag or masthead.
- 35. **PRESS RUN:** Total number of copies printed.
- 36. **PROOF:** A print made to check for errors.
- 37. **PUBLISHER:** The chief executive of the newspaper, sometimes the owner of a newspaper or other publishing firm.
- 38. **SCOOP:** A story obtained and distributed ahead of competitive media.
- 39. **SPREAD:** A newspaper package, element, ad or feature that spreads (*bleeds*) across the gutter of facing pages.
- 40. **TABLOID (TAB):** A newspaper about half the page size of a broadsheet.