**PRINT TERMINOLOGY**

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| ABC | Audit Bureau of Circulation – measures readership (circulation) for newspapers and magazines |
| advertorial | An advert that looks like an editorial article |
| aligned / justified | Text can be left, right aligned. Justified text means the edges line up on the left and right. Justified text is more formal. |
| anchoring | Information used to help to pin down meaning: a caption below a photo is a form of anchoring; institutional anchoring is content such as page numbers, date, barcode, web address on a magazine page |
| banner | Usually an advert which runs across the top or bottom of a page |
| banner headline | A wide headline which goes right across a page |
| bar | A thick ruled line that separates or breaks up text or columns. Layout often includes **boxes** and **borders**. |
| bleed | A photo which is printed right to the edge of the page (no margin) bleeds to the edge. Often photos on a (double page) spread bleed across pages |
| **broadsheet** | **A larger format newspaper. The opposite of a tabloid. Usually a feature of more serious quality newspapers e.g. the Financial Times, Guardian or Telegraph** |
| **by-line** | **The name of the journalist/ reporter who has written the article. It is a young journalist’s ambition to have an article published with his/her by-line.** |
| **caption** | **Normally text which goes with a photo. Can be alongside, below on superimposed on the image.** |
| **circulation** | **The number of copies which a magazine/newspaper sells. Shows the number of readers.** |
| column inch | The measurement of a length of text. Column is the width, inch is the depth. Column width varies according to the number of columns on a page. |
| compact/ pocket format | Some magazines also have a small format version called a compact or pocket edition |
| copy | The actual text of an article. Not the headline or photo. |
| **coverlines** | **The titles on the front of a magazine** |
| **crosshead / subhead** | A mini headline in the middle of an article |
| dateline | A line containing day, date price etc |
| drop cap | A large first letter of an article or paragraph. It often drops down, stretching the length of 3 or 4 lines of text |
| editorial | An article written by the editor. Usually serious and reflecting the views of the organisation and its proprietor (owner). |
| feature | A more in-depth article about a subject. Not news. Usually a story that has a human interest angle. |
| gloss/ matt | Magazine pages are often glossy (shiny). If not, they are matt. |
| gutter | The margin nearest the centre of the page. The gutter is also the space between columns. |
| **house style** | **The format of the magazine/ newspaper is consistent throughout all the pages. You should be able to recognize common elements on each page – layout, colour scheme, font-style etc** |
| indent | The start of a paragraph is normally indented – further into the centre than the rest of the text |
| kerning | The space between letters. |
| kicker | A small title or ‘label’ above a headline. |
| **lead / standfirst** | **The first few lines of an article – normally set in a way which stands out from the main copy (often bold)** |
| leading | Pronounced ‘ledding’ The space between lines of text. (Kerning is the spacing between letters). Can be wide or narrow. Narrow makes it more formal and serious |
| masthead | The title of a newspaper or magazine as it appears on the cover. Sometimes contains a logo. Also called a flag or nameplate. |
| mode of address | Formal or informal. The way the text speaks to the audience. The type of language used. |
| op-ed | An article opposite an editorial. Like an editorial. More in-depth, comment, opinion-based. |
| puff | Text in a shape on the front of a magazine to attract attention. |
| pull-quote | A short quotation lifted from the text which is used as a subhead to break up columns of text. Also called a **lift-out quote** |
| broadsheet | The opposite of a Tabloid. Larger format newspaper (traditionally). More serious, ‘quality’ newspaper. Contains fewer large images and headlines. |
| rule | A line drawn on a page – it can be heavy or thin (‘hairline’), colour or monochrome. A thick rule is also called a **‘bar’.** Layout will often include **boxes** and **borders**. |
| **sans-serif** | **Straight Arial-style block typeface with no hooks or handles.** |
| **serif** | **Typeface (font) with hooks and handles on the tips of letters. e.g. Times New Roman** |
| scoop | An exclusive or first-published story |
| sidebar | A smaller article, often in a box, linked to the main text. |
| splash | A large sensational headline spread or ‘splashed’ across the front page. A front page splash is often an emotional story which the paper runs as an **exclusive** or **scoop** (i.e. they are the only paper to run that story) |
| spread | A double page, often with content (text or images) spread across the two pages |
| **standfirst /lead /page lead** | **The first few lines of an article – normally set in a way which stands out from the main copy (**often **bold** or **‘boldface’** to use the proper term) |
| **strapline** | **A line above the main headline** |
| **Subhead/ crosshead** | **A small headline in the middle of an article, similar to a crosshead** |
| **Tabloid / ‘redtop’** | **A smaller format newspaper. Popular, mass newspapers with high visual content such as the Sun, Daily Mail, Daily Express Mirror** |
| three column grid | A magazine page is often laid out in 3 columns |
| tombstoning | When multiple headlines or headlines and photos that are not related to each other are laid out on the page in a way that creates unintended meaning.e.g. photo of Shrek next to an article about a politician. |
| typeface | The industry word for ‘font’ |
| Upper/lower case | CAPITALS and non capitals |
| widows and orphans | When a sentence flows from the bottom of one column to the top of the next. Usually sub editors will aim to avoid these by ending a column with a sentence and a full stop. |
| wrapped text | Text which wraps or runs around an image along one edge |

**PRINT TERMINOLOGY FOLLOW-UP TEST PART A**

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| --- | --- |
| **Write your name here** | **YOUR ANSWERS** |
| 1 an advert or headline that runs right across the top of a page |  |
| 2 a thick line use to separate columns or articles |  |
| 3 quotes taken from an interview and used as small headlines to break up text |  |
| 4 When a photo is printed right to the edge of the paper. A photo may also do this across a spread. |  |
| 5 The number of copies sold by a magazine or newspaper |  |
| 6 the opposite of a broadsheet |  |
| 7 titles or headlines on the front of a magazine about what’s inside |  |
| 8 text that goes with a photo |  |
| 9 text that gives the journalist, reporter or writer’s name |  |
| 10 same design, colour palette and layout runs across all the pages |  |

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**PRINT TERMINOLOGY FOLLOW-UP TEST PART B fill in the left column to make a quiz for your partner**

|  |  |
| --- | --- |
| **Write 10 definitions (not the ones above) in this column then give to your partner to fill in the right hand column** | **Partner’s name:**  **Write the keywords here** |
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| 5 |  |
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| 7 |  |
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| 9 |  |
| 10 |  |