

## USEFUL PRINT TERMINOLOGY

1. Tabloid	Opposite of a broadsheet. A popular, downmarket newspaper aimed at a mass less educated audience.
2. Broadsheet	Opposite of a tabloid. A newspaper aimed at a more well-educated demographic. Used to be a larger format than tabloid. Targets a niche rather than mass audience
3. Skyline	A section of 'puffs' (advertising some articles or features inside the paper) at the very top of a front cover, above the masthead
4. Masthead	The title area of the newspaper
5. Banner ad	An advert running right across the page
6. Lower third	Bottom section of the page. Layout of a cover is often divided into thirds. Like the rule of thirds in photography.
7. logo	The sign or emblem that is part of the masthead. Often a crest or coat of arms which has connotations of patriotism and tradition
8. Headline (72pt= 1 inch)	The large text above a report or 'story'. In tabloids these can be very large and they often use puns or alliteration to catch the reader's attention.
9. Caption	Text that goes with a photo. Often below the photo or superimposed onto the image. It explains or ' <b>anchors</b> ' the meaning of the image.
10. Colour palette	The range of colours used. It is considered good style to use a maximum of three colours.
11. Typeface	Another word for 'font'. Typography is the study of different fonts and why they are used.
12. Upper/lower case	Upper = capital letters. Used for emphasis, along with underlining. Lower= non-capital letters.

13. A) Serif/ B) sans-serif	Typeface with hooks/loops e.g. Times New Roman. Without hooks/loops e.g Arial
14. Negative space	No visual or textual content. Lack of clutter is important for a clear layout. Sometimes called 'white space'
15. Layout	The way images and text are arranged on a page. Often divided into vertical and horizontal thirds
16. Strapline	A line above a headline
17. Dateline	Date, price and other information on a newspaper. Usually near the masthead.
18. Jump /jumpline	Text at the bottom of an article saying 'go to page ...' or 'continued on p .....
19. By-line	The name of the journalist/reporter appearing at the top or end of a report they have written. It is an achievement to have your name on an article.
20. Lifestyle features	Longer articles inside the paper about health, fashion, exercise, diet etc
21. hard/soft news	Serious or more light-hearted report of events. Tabloids may go for more .....
22. Celebrity gossip	News and rumour about famous showbiz or sports personalities.
23. Political affiliation	The political opinion, attitude of a newspaper. Who they support (e.g. Labour, Lib-Dem, Conservatives). All tabloids apart from Daily Mirror support The Conservatives (The Tories). Mirror supports labour.
24. House style	The consistent look, design of a page which runs across the whole newspaper or magazine.
25. Mode of address	The way a text speaks to the audience (sometimes called 'register'). Formal or informal
26. Story	Another word for 'report'. The main item on the cover is often called the main ..... or front page 'splash'
27. copy	The word for all the writing in a report. Everything that is not image or headline. Editor may tell a journalist – I need your ..... by 4.00pm today.