

Newspaper Key Terms

Some or all of these may be found in newspapers:

- **Box-out** – A small part of the page, shaded in a different colour.
- **By-line** – the name of the reporter, if they are important is often included at the beginning of the feature, rather than at the end, or not at all.
- **Caption** – typed text under photographs explaining the image.
- **Credits** – the author of a feature may be given credit in the form of a beeline. Photographs may have the name of the person who took them or the agency that supplied them alongside them.
- **Crosshead** – this is a subheading that appears in the body of the text and is centred above the column of text. If it is set to one side then it is called a **side-head**.
- **Exclusive** – this means that newspaper and no one else solely cover the story. The paper will pay their interviewees, buying the story so it cannot be used by another paper.
- **Feature** – not necessarily a 'news' item (current affairs), but usually with a human-interest angle presented as a spread.
- **Headline** – this is the main statement, usually in the largest and boldest font, describing the main story. A **banner headline** spans the full width of the page.
- **Kicker** – this is a story designed to stand out from the rest of the page by the use of a different font (typeface) and layout.
- **Lead Story** - the main story on the front page, usually a splash.
- **Lure** – a word or phrase directing the reader to look inside the paper at a particular story or feature.

THE GOOD. THE BAD. AND THE SCOUSE



- **Masthead** – the masthead is the title block or logo identifying the newspaper at the top of the front-page. Sometimes an emblem or a motto is also placed within the masthead. The masthead is often set into a block of black or red print or boxed with a border; the ‘Red-tops’ (The Sun, The Mirror, The News of the World) are categorised by style and the use of a red background in the masthead.
- **Menu** – the list of contents inside the paper.
- **Pugs** – these are at the top left and right-hand corners of the paper and are known as the ‘ears’ of the page. The prices of the paper, the logo or a promotion are positioned there. They are well placed to catch the reader’s eye.
- **Secondary Lead** – this is usually only a picture and headline, it gives a sneak preview of a story that you might find inside the paper.
- **Sidebar** – when a main feature has an additional box or tinted panel along side of it.
- **Splash** – the splash is the main story on the front of the paper. The largest headline will accompany this, along with a photograph.
- **Spread** – a story that covers more than one page.
- **Standfirst** – this is an introductory paragraph before the start of the feature. Sometimes it may be in bold.
- **Strapline** – this is an introductory headline below the headline.
- **Tag** – a word or phrase used to engage a reader’s interest in a story by categorising it e.g. ‘Exclusive’, ‘Sensational’.