



Newspaper Vocabulary List

AD: Abbreviation for advertisement; referring usually to display advertisements.

ADD: An addition of late information to a story already written or in type.

ARTICLE: An informative discussion in expository form of news events or technical subjects.

ASSIGNMENT: A duty assigned by the city editor; a story that a reporter has been detailed to cover.

BANK: Part of a headline; a table on which type is kept after it has been set.

BANNER: A headline in large letters extending across the top of the first page.

BODY TYPE: The type in which most of the newspaper is set.

BREAK: The point at which a story turns from the first page to an inside page, or from one column to another.

BULLETIN: Last-minute important news.

BY-LINE: The line containing the author's name.

CAPTION: The explanatory lines above or below a newspaper photograph, illustration or diagram.

COLUMN: A regularly conducted newspaper feature.

COLUMNS: Perpendicular divisions of a page, set off by rules.

COPY: All manuscript prepared for publication in a newspaper.

COVER: Applied to reporting; meaning to get the facts and write up a news situation.

DATE LINE: The line at the beginning of the story, giving the city from which the story was reported, the date, and the source of the material.

DEADLINE: The minute at which an edition of the newspaper must go to press.

DECK: The separate divisions of a *headline*, usually separated from each other by dashes.

EARS: Small boxes printed at each side of the title place on the first page; they usually contain the weather forecast, the newspaper's slogan, circulation figures or like information.

EDITOR: Person in charge of preparing newspaper *copy* for publication.

EXCLUSIVE: A story that is printed solely by one newspaper.

EXTRA: An edition of a newspaper brought out in addition to the regular editions on account of some sudden and important news.

FEATURE STORY: A news story in which the news value is less important than the style in which the story is written.

FONT: A specific kind of typeface. For example, "Helvetica Bold".

HEADLINE: A brief, carefully arranged statement of the important point(s) of a story. It is usually printed in large type and precedes the story.

JUMP: The line of division in a story that is continued to another page.

JUMP HEAD: The headline to that part of a story which has been continued from another page.

LEAD: (pronounced *lead*) The opening paragraph of a news story containing the summary or the introduction to the story.

LEAD STORY: The story placed in the right-hand column of the front page because it is the most important story in the issue.

MAKE-UP: The process of placing news stories and advertisements in the newspaper page.

MASTHEAD: The information, generally at the top of the first column on the editorial page, including name of the paper, frequency of the publication, date of founding, important officers, and statement of the policy of the paper.

PROOFREADER: A person who reads the copy to check and correct all errors.

TYPE: The individual pieces and characters (letters, numbers) used to make words.

TYPEFACE: The design of the type's characters (letters, numbers, etc.). For example, "Helvetica".

Definitions taken from Robert E. Garst & Theodore Menline Bernstein. *Headlines and Deadlines: A Manual for Copyeditors*. 2nd Ed. Columbia University Press: New York. 1940. 201-207.
William N. Otto & Nat S. Finney. *Headlines and By-lines: Journalism for High School Schools*. Harcourt, Brace and Company: New York. 1946. 439-445.