

News terminology

Masthead/title piece	the newspaper's title displayed on the front page.
Skyline	this is an information panel on the front page that tells the reader about other stories in the paper to tempt them inside.
Edition	the Guardian normally prints three editions (versions with some changes and additional late stories) every night. A system of stars indicates which edition it is.
Headline	a phrase that summarises the main point of the article. Headlines are in large print and different style in order to catch the attention of the reader.
Standfirst	block of text that introduces the story, normally in a style different to the body text and headline.
Byline	the line above the story, which gives the author's name and sometimes their job and location (known as the dateline).
Body text	written material, known as copy, that makes up the main body of an article rather than headlines, standfirst and captions.
Photograph/graphic	helps make the page look more interesting, it can add understanding of a story and/or entice someone to read the article.
Caption	a brief description of a photograph or graphic.
Sidebar	this is a panel or box on a page containing graphics or other information about an article. It is eye-catching and breaks the story up into different elements.
Package	a group of connected stories across one or many pages.
Crosshead	bolded/large text that breaks up a long story.
Pull quote	a quote from the story that is enlarged and appears within the text.
Standalone	Picture story that can exist on its own or on a front page leading to a story inside.
Imprint	legal information and address of the paper, usually on page two of the Guardian. In a magazine this tends to

be a larger section where key members of staff are credited.

Centre spread

in the Guardian we have a full colour photograph running across centre two pages.

Folio

top label for the whole page. Can relate to the area covered in the paper ie National or a big news topic such as Social media, Syria.

Page furniture

everything on the page except pictures or text of stories.

Web Specific

SEO

Search engine optimisation. Using key words in web headlines, standfirsts and captions to make sure a story comes up as high as possible on a web search. A key word needs to be used as near the beginning as possible.

Slugword

word(s) used at the end of the web address (URL) of the article to make it easy to find and search.

Page title

visible to the user of the browser in the bar at the top of the window rather than 'on' the page itself. All internet pages must have a page title.

Hyperlinks

highlighted words or phrases in a web article that link to other related web pages and articles.

Embedding

putting video, audio and pictures into the text of a web story.

Tags/keywords

these help classify and index pages to make them easy to navigate. An average story has six tags plus a contributor tag for the writer linking to all the other work they have done.

Tone tags

show whether the article is news story, feature or comment piece.

Alt text

applies to pictures. When the cursor hovers over a picture it gives concise information – important for the visually impaired and linked to SEO.