

# DOCTOR WHO

... returns with a new star. Read the first review

This Section Page 3

# BREAKING BAD

... bow award Will it

Page 25

### SKYLINE

This panel tells the reader about what is happening in another section of the paper. It is to tempt readers inside the newspaper.



# The Observer

www.observer.co.uk Sunday 24 August 2014 £2.70 (Channel Islands: £3)

### PRICE AND DATE

The Observer costs £2.70p. The price covers 60% of the cost. The rest comes from adverts.

## US 'set to launch air strikes' on senior Isis terror chiefs in Syria

### MASTHEAD

The masthead is a specially designed logo that shows the name of the newspaper.

- White House will 'take action' against threats
- Turkey under pressure to halt flow of jihadists

by Toby Helm and Martin Chulov

### BYLINE

Sometimes the writer's job title or where they are writing from is included. Staff writers are always credited.

Yesterday said to aimed at elimi- of Islamic State counting pres- jihadists across

Isis wants to establish dominance in the area to make it easier for potential recruits to gain safe passage and to allow the movement of vital supplies, including weapons and oil. The route has been used by most of the foreign fighters who have joined the cause, and is believed to have been taken by several hundred of those who have joined Isis from the UK. US officials said yesterday that there

### ON OTHER PAGES

Isis surges towards borders of Turkey 6-7

Jihad in a social media age In Focus, 26-27

Arab world racing to deal with the scourge of Isis Comment special, 32-33

Observer Comment 34

### STANDFIRST

A standfirst is used to add detail that was not included in the headline. The White House said it was ready to "take action" against any threat to America in Iraq or Syria. US military officials confirmed last night it had carried out an air strike against Isis near the Mosul Dam to support Iraqi and Kurdish operations. Deputy national security adviser Ben Rhodes said before the strike: "If we see plotting against Americans, if we see a threat to the US emanating from anywhere, we stand ready to take action against that threat. We have made it very clear time and again that if you come after Americans, we're going to come after you, wherever you are - and that's what's going to guide our planning in the days to come."

According to US military officials cited in the Wall Street Journal, the time needed to mount strikes at high-value targets, such as individual leaders, could be an hour, or "as much as a week". The official added: "If it's based on training

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## Malala and me Teenage activist and young Briton discuss politics, pop and social media

### HEADLINE

The biggest headline on the page is called the "main splash". This is a serious story so no jokes are made in the headline.



### STANDALONE

A picture that is unrelated to the main stories on the front page, such as this, is called a standalone. It will have its own headline or strap, and a longer caption than other photos. Often the story connected to the picture will be further inside the paper.

Global campaigner, activist... and studying for her GCSEs. In an exclusive interview, Malala Yousafzai talks to Inez Sarkodee-Adoo, student, writer and star of the Observer's Social Mobility Programme, about politics, protest and going to college. (Magazine, page 14.) Photograph by Fabio De Paola for the Observer

## Balls: Scots would have to join euro

by Toby Helm Political Editor

Scotland will have to join the euro as the "least bad" option for its economy if it votes for independence, the shadow chancellor, Ed Balls, says today.

Ahead of the second and final televised debate between Scotland's first minister, Alex Salmond, and the leader of the Better Together campaign, Alistair Darling, tomorrow evening,

### EDITION STARS

Up to five different editions are printed per night. Five stars means the fifth edition.

### ON OTHER PAGES

How the Scottish vote pits family members against one another Special report, 10-11

would end up finding that joining the euro would be the least worst of all the bad options," he said. "Alex Salmond doesn't want to admit it now, but joining the euro would likely be his only realistic plan B."

Balls, who opposed UK entry into the euro when he worked for Gordon Brown, said an independent Scotland being part of a sterling currency area was "off the table", as it would be too damaging to Scotland and the rest of the UK.

Alternatively, if an independent Scotland opted to go it alone with its own new currency, it would create massive risk and uncertainty, mean big rises in interest rates and mortgage

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## Innocent youths held in prison system

by Jamie Doward, Becca Harvey and Daniel Wittenberg

Almost half of the young people in the prison system's secure children's homes have not been convicted of any crime, but have been placed there by local authorities for their own protection, the report says.

### BODYTEXT

The main "body" of a news story. Often the only part written by the reporter. This text is the Observer's standard body text. The font is 9.25 point Mercury text.

### ON OTHER PAGES

Locking up vulnerable children is desperate and uncivilised Observer Comment, 34

### CAPTION

Captions give a brief description of a photograph or graphic. Often they include the photographer's name. Failures in standards of care, identified in serious case reviews, have seen

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### TURN

Often front page stories continue elsewhere in paper.