

FREE SPECIAL SUPPLEMENT INSIDE

# 20 BEST CHICKEN RECIPES



PART 2  
20 BEST CHOCOLATE RECIPES  
NEXT WEEK

16 pages of brilliant dishes from top chefs including Claudia Roden, Madhur Jaffrey and Tom Kerridge



## SAM SMITH

Why it's lonely at the top

In The New Review



## MARIELLA FROSTRUP

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

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PRICE AND DATE

The Observer costs £2.90p. The price covers 60% of the cost. The rest comes from adverts.

## Labour to have Prescott frontline election role as Tories edge ahead

MASTHEAD

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

- Ex-deputy PM returns to 'bash heads together'
- Miliband to push for ambitious climate deal

by Daniel Boffey  
Policy Editor

BYLINE

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

Ed Miliband: Climate change is more than an environmental issue 42

Voting SNP is more likely to hand power to Cameron than Miliband - Andrew Rawnsley 39

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

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Voting SNP is more likely to hand power to Cameron than Miliband - Andrew Rawnsley 39

STANDFIRST

A standfirst is used to add detail that was not included in the headline.

A strong coalition will be needed to shore up the ruling-class vote and address growing concerns that Miliband and the shadow cabinet are failing to cut through to the electorate. Ukip is targeting disillusioned Labour voters in a number of north of England constituencies, where the party's leader, Nigel Farage, has claimed it can replace the Tories as the main opposition and even steal some seats from Labour.

The Tories are up two points from last week on 35%. Labour now stands at 33%, down two points. The Liberal Democrats are on 6%, Ukip 15% and the Greens 7%.

Sources close to Miliband dismissed the significance of the latest survey, pointing out that Labour has been ahead in 20 of the last 25 polls. The latest figures would also still give Labour a slim overall majority, but they represent a steep drop in Labour's polling numbers since the end of 2012 when it was ahead by 11 points. Adam Drummond, research manager at Opinium, said that the decline in Labour's performance

Continued on page 5

## London Fashion Week's got soul

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 series 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.

Soul singer Laura Mvula attends the Holly Fulton catwalk show at Somerset House yesterday as part of London Fashion Week, which runs until Tuesday. Photograph by James Warren/Photoshot

CAPTION

Captions give a brief description of a photograph or graphic. Often they include the photographer's name.

## Desperate families beg schoolgirls flee Syria: please come home

by Tracy McVeigh

The family of missing schoolgirl Shamima Begum last night issued a desperate plea to the teenager not to cross the border into Syria to join

EDITION STARS

Up to five different editions are printed per night. Four stars means the fourth edition.

the half-term break and caught a flight to Turkey, from where they were to be taken into the war-torn country.

Shamima and her close friends, Kadiza Sultana, 16, and 15-year-old Amira Abase, have been gone since Tuesday morning and were captured on security cameras at Gatwick airport catching a flight to Istanbul.

The message from the Begum family, released through Scotland Yard, said: "We miss you terribly and are

ON OTHER PAGES

'No one here thinks Isis will be forced out.' Dispatch from Raqqa 2

'Lock up your children's passports' 5

TURN

Often front page stories continue elsewhere in paper.

ried about you. Please, message, get in touch with us. You belong at home with us. Syria is a dangerous place and we don't want you to go there. Get in touch with the police and they will help to bring you home. You are not in any trouble.

"We understand you have strong feelings and want to help those you believe are suffering in Syria. You can

help from home, you don't have to put yourself in danger."

Kadiza's family released a similar statement which said: "... we are not angry with you and you have not done anything wrong. We miss you terribly, especially Mum, and things have not been the same without you."

David Cameron said the girls' disappearance was "deeply concerning" and pledged that the UK will do everything it can to bring them home.