



SKYLINE

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

FREE FOOD MAGAZINE

HESTON'S FAT DUCK RETURNS NIGEL SLATER'S SUMMER TREATS



The Observer

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PRICE & DATE

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

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Corbyn wins economists' backing for radical plan

- Policies 'not extreme' – joint letter
- Renationalisation of RBS considered

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.

ON OTHER PAGES

'I can still win and unite Labour,' says Burnham as he starts nationwide tour
Daniel Boffey, pages 8-9

assets, "with either no compensation or with any undervaluation deducted from any compensation for renationalisation" if they are sold at a knockdown price over the next five years.

The leftwinger's economic policies – dubbed Corbynomics – have come under sustained attack in recent days, including by members of his own party, with Andy

Burnham today warning his party in an interview to the Bank of England to forget the less about the implications. But what Ed Miliband included in the headline. Corbyn's credibility receives a welcome endorsement as 41 economists make public a letter defending his positions.

In the letter to which Danny Blanchflower, a former member of the Bank of England's monetary policy committee is a signatory, the economists write: "The accusation is made that Jeremy Corbyn and his supporters have moved to the extreme left on economic policy. But this is not supported by the candidate's statements or policies. His opposition to austerity is actually mainstream economics, even backed by the conservative IMF. He aims to boost growth and prosperity."

Corbyn remains the frontrunner to be Labour leader, but as his policies, and the risks he poses to the unity of the Labour party, have come under scrutiny, rivals believe he is losing momentum.

Burnham's campaign shared data with the *Observer* that suggested some of those who had previously committed to voting for Corbyn were now recognis-

STANDFIRST

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

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.

MO GETS GOLD AGAIN

MASTHEAD

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



Mo Farah took his fourth world title and Britain's first World Championship gold in Beijing when he won the 10,000m. (Full report in Sport.) Photograph by Dylan Martinez/Reuters

Seven killed as jet crashes at Sussex air display

by Chris Johnston

Seven people were killed and a pilot left fighting for his life in hospital after a fighter jet taking part in an air show crashed on to a busy A-road yesterday afternoon. Sussex police said the Hawker Hunter hit four cars on the A27 just north of Shoreham airport, where the Royal Air Forces Association air show was being held.

Seven people were declared dead at the scene and the critically injured pilot was taken to the Royal Sussex County hospital in Brighton. A further 14 people were treated for minor injuries. Superintendent Jane Derrick of Sussex police said last night that it was "possible" more bodies would be found as the search of the area continued under arc lights. Unconfirmed reports said that two cyclists were killed in the crash. One of the vehicles hit was a Dai...

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.

D... on the A27 when the jet crashed. "If I'd been 20 seconds faster I would not be having this conversation," he said. He described how the plane passed just a few metres above his car with a deafening roar before slamming into the ground in a fireball just five or six vehicles in front. "It was like something out of *Die Hard*," he added.

Lawson said he saw at least two cars on fire but added that the incident could have been worse if traffic lights at a nearby junction had not been red.

Lucy Pearce, head of content at the

CAPTION

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

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TURN

Often front page stories continue elsewhere in paper.

SPEEDY, THIS SECTION PAGE 47 EVERYMAN, PAGE 40 + AZED, PAGE

VIEW

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