


Module 3: Key terms Task

Term

Definition

<p>Masthead/title piece</p>	<p>the newspaper's title displayed on the front page.</p>
<p>Skyline</p>	<p>this is an information panel on the front page that tells the reader about other stories in the paper to tempt them inside.</p>
<p>Front page lead/splash</p>	<p>The diagram shows a newspaper front page with several key elements labeled:</p> <ul style="list-style-type: none"> Masthead: The top left section containing the newspaper's name and publication details. Skyline: A section below the masthead listing daily events for the week (Thursday 17 to Sunday 20). Strapline: A short headline or sub-headline, such as 'RED ROSE STRIP BID'. 4 colour pic: A large, vibrant photograph, here showing a child in a festive costume. Splash head: The main headline, 'Nightclubs shut down in wake of shootings'. Page Lead: The first paragraph of the main article. Cross reference: A small box at the bottom right with the text 'ISLINGTON COUNCIL PUBLIC NOTICES ON PAGES 30-31'.

<p>Coverlines</p>	
<p>Graphics</p>	<p><i>Video and text-based</i> These are the words, diagrams, maps etc that appear on screen.</p>
<p>Depth of field</p>	<p>(in photography) the distance between the nearest and the furthest objects giving a focused image.</p>

Left third




The left third of the magazine cover is vital for sales in shops where the magazine is not shown full-frontage - as on these crammed shelves at a Zurich airport newsagent. The title must stand out among dozens of competitors. The start of the masthead is important here, as are short cover lines that are easy to read





The top fifth of the cover - usually dominated by the masthead - may be the key part in supermarkets or bookshops, where magazines are displayed differently

<p>Magazine/news Tag</p>	
<p>Headline</p>	<p>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.</p>
<p>Standfirst</p>	<p>an introductory paragraph in an article, printed in larger or bolder type or in capitals, which summarizes the article.</p>
<p>Byline</p>	<p>the line above the story, which gives the author's name and sometimes their job and location (known as the dateline).</p>
<p>Caption</p>	<p>a brief description of a photograph or graphic.</p>
<p>Sidebar</p>	<p>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.</p>

Copy	editorial matter: text and pictures
Crosshead	bolded/large text that breaks up a long story.
News Package	A news package is a creative, visual and long form of storytelling found on television newscasts. The news is conveyed to an audience by packaging together a story that includes characters, facts, plot twists and a climax to provide entertainment value at the same time.
Opinion section	 <p>www.yourobserver.com THURSDAY, OCTOBER 16, 2008</p> <p>our view We recommend ...</p> <p>It is time to make your decisions. Ugh. You can sense the pall. Voters on all sides are weary of the intellectually vacant and distorted advertising. The incessant, mucousy perversions of truth on TV. The attack-dog mailers. The tele-pollers calling after dinner. Yuck to it all. Respectable candidates hate this stuff. But many of them shrug their shoulders and say, "What are you going to do? Unfortunately, you have to go negative to win." As if that makes it OK. Ugly campaigns, of course, have been part of our process for 200 years. Thomas Jefferson's camp in 1800 accused President John Adams of having a "hideous hermaphroditical character, which has neither the force and firmness of a man, nor the gentleness and sensibility of a woman." Adams called Vice President Jefferson "a mean-spirited, low-lived fellow, the son of a half-breed Indian squaw, sired by a Virginia mulatto father." Jefferson's campaign manager</p> <p>for her avoiding sludge-in-the-gutter campaigns. Christine Jennings? After what she did at taxpayers' expense with her 2006 campaign, she demonstrated her interests can be more important than no matter what she says about trying to assure all of the voters of her commitment to moral values.</p> <p>• Sarasota County Supervisor of Elections — Kathy Dent, Republican. In spite of all of the flailing that candidate Christine Jennings stirred up after the 2006 election and other criticisms that have been leveled by her opponents, audit after audit after audit has declared Kathy Dent and her office as having performed their duty according to the law.</p> <p>• Florida Senate, District 11 — Nancy Detert, Democrat. Morgan Bentley offers inspirational ideas. Bentley is a smart lawyer who has a good grasp of business and economics. He even often talks like a conservative. But then why is he a member of a political party that espouses government intervention and defends unions, statism and redistribution? Detert, on the other hand, talks the talk of a pro-capitalist, low-taxes conservative. Former Gov. Jeb Bush liked her. If only she would walk more of the walk.</p> <p>• Florida House District 69 — Laura Benson, Republican. Incumbent Keith</p> <p>• Sarasota County Tax Collector — Barbra Ford-Coates, Democrat. In previous years, we stated this newspaper would never recommend a Democrat. This is an exception. The tax collector's office is a non-partisan job that requires a competent manager-leader. Ford-Coates has proven that since first being elected to the job in 1988. Additional imprimatur: The National Association of County Collectors, Treasurers and Finance Officers named her 2008 Outstanding County Tax Collector in the United States.</p>
Obituaries	a notice of a death, especially in a newspaper, typically including a brief biography of the deceased person.(someone die)
Symmetrical	symmetrical means that both sides of something are identical./

	Symmetrical balance is when everything is perfectly and evenly balanced out.
Asymmetrical	Asymmetrical balance refers to a design that has dissimilar elements but still appears balanced, dividing a picture in half won't have the exact same elements however the elements they do have are varied and seem to balance one another out. having parts which fail to correspond to one another in shape, size, or arrangement; lacking symmetry.
Typography	the style and appearance of printed matter.
In house	A form of media used by a company or organisation to communicate to employees about internal about news, issues and developments.
Pull Quotes	a quote from the story that is enlarged and appears within the text.
Newspaper Standfirst	an introductory paragraph in an article, printed in larger or bolder type or in capitals, which  summarizes the article.
Formal and informal register	Formal and informal language serve different purposes. The tone, the choice of words and the way the words are put together vary between the two styles. Formal language is less personal than informal language. It is used when writing for professional or academic purposes like university assignments.
Direct address	A direct address is the name of the person (normally) who is being directly spoken to.
Slang	a type of language consisting of words and phrases that are regarded as very informal, are more common in speech than writing, and are typically restricted to a particular context or group of people.
Colloquialisms	a word or phrase that is not formal or literary and is used in ordinary or familiar conversation.

Examples types of newspapers...

	Definition of this style of news paper	Example: from your country (give a brief history and front page example)	Example: from your country (give a brief history and front page example)	<p>a) Example: of a typical type of news story for this type of newspaper.</p> <p>b) explain why this is typical for this type of newspaper?</p>
<p>Broadsheet</p>	<p>a large piece of paper printed with information on one side only.</p>			<p>UK newspapers can generally be split into two distinct categories: the more serious and intellectual newspapers, usually referred to as the broadsheets due to their large size, and sometimes known collectively as "the quality press", and others, generally known as tabloids, and collectively as "the popular press", ...</p>

Tabloid



A newspaper format that's roughly half the size of a broadsheet newspaper. Approximate size of a standard newspaper folded in half.

Tabloid front cover

'Reverse gear' also relates to his job type. This is a joke aimed at him which adds a laid back feel to the newspaper which Tabloid is well known for.

Colloquial lexis used here - 'Er' shows slang used to hesitate his answer showing he is unsure. This reaches to working class audiences which you wouldn't find in a broadsheet.

Here Clarkson is scratching his head, making him look 'silly' giving off the fact he's a bit of an 'idiot' getting the audience on the newspapers side. This plays on the stereotypical image of someone stupid, being helped by the 'er' used here too.

David Cameron is present here creating drama and suspense of what such an authoritative figure has to say.

'U-turn' is a car manoeuvre that relates to Jeremy Clarkson's job type personalising the article for him.

'Reverse gear' relates to his job and also connotes negativity. 'Reverse' is going backwards which therefore is further from positive. Therefore this implies his career will go downhill (in reverse) as he has upset the nation.

Time line creates suspense making readers intrigued in what happened between this time resulting in his end apology.

These text boxes get straight the point summary of the situation and article instead of prolonging the end result which is typical of a broadsheet newspaper.



This part of the page uses graphics to represent to clock on a dashboard.

<p>Regional</p>	<p>Local or regional. A local newspaper serves a region such as a city, or part of a large city. Almost every market has one or two newspapers that dominate the area.</p>	<p>Liverpool Echo Birmingham Evening Mail Evening Times (Glasgow)</p>		
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