

North American Street Newspaper Association (NASNA)

Session #1

Editorial Basics

Handout

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JOURNALISM TERMS

Attribution

- credit given to who said what or the source of facts

Background

- information that is not intended for publication

By-line

- the name of the reporter

Caption /Cutline

- copy which accompanies a photograph or graphic

Column

- an article in which a writer or columnist gives an opinion on a topic

Copy

- the words of an article, news story, or book

Date line

- the place the story was filed

Deck

- a smaller headline which comes between the headline and the story

Editorial

- an article expressing a newspaper or magazine owner's or editor's position on an issue

Gutter

- narrow margin of white space in the center area in a magazine, newspaper, or book, where two pages meet

Hard news stories

- factual accounts of important events, usually appearing first in a newspaper

Headline

- the "title" of a newspaper or magazine story

Human interest story

- a story that focuses on the human side of news and often appeals to the readers' emotion

Inverted pyramid

- the structure of a news story which places the important facts at the beginning and less important facts and details at the end, enabling the editor to cut bottom portion of the story if space is required

Investigative journalism

- a story that requires a great amount of research and hard work to come up with facts that might be hidden, buried, or obscured by people who have a vested interest in keeping those facts from being published

Jargon

- any overly obscure, technical, or bureaucratic words that would not be used in everyday language

Jump line

- line of type at the bottom of a column which directs the reader to somewhere else in the paper where the story is completed

Lede

- the first sentence or first few sentences of a story that brings the readers into the story

Libel

- publishing in print (or other media) false information that identifies and defames an individual

Masthead

- the "banner" across the front page which identifies the newspaper and the date of publication
- the publication information on the editorial page

Nutgraph

- a paragraph summarizing the main point of the story and why the audience should read further

Off the record

- something a source does not want repeated in a news story

Paraphrase

- an indirect quote or summary of the words the news maker said

Plagiarism

- using the work of another person (both written words and intellectual property) and calling that work your own

Sidebar

- a column of copy and/or graphics which appears on the page of a magazine or newspaper to communicate information about the story or contents of the paper

Slander

- similar to libel, but spoken instead of published

Soft news

- stories that are interesting but less important than hard news, focusing on people as well as facts and information and including interviews, reviews, articles, and editorials

Source

- a person who talks to a reporter on the record, for attribution in a news story

TK

- a place holder that means "to come" that is used when the writer or editor is missing information in article that will be added later

Transition

- a rhetorical device used in writing to move the story smoothly from one set of ideas to the next by finding a way to connect the ideas logically