Newspaper terminology

Masthead/title piece	the newspaper's title displayed on the front page.
Skyline	this is an information panel on the front page that tells the reader about other stories in the paper to tempt them inside.
Edition	the Guardian normally prints five editions (versions with some changes and additional late stories) every night. A system of stars indicates which edition it is.
Headline	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.
Standfirst	block of text that introduces the story, normally in a style different to the body text and headline.
Byline	the line above the story, which gives the author's name and sometimes their job and location (known as the dateline).
Body text	written material, known as copy, that makes up the main body of an article rather than headlines, standfirst and captions.
Photograph/graphic	helps make the page look more interesting, it can add understanding of a story and/or entice someone to read the article.
Caption	a brief description of a photograph or graphic.
Sidebar	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.
Package	a group of connected stories across one or many pages.
Crosshead	bolded/large text that breaks up a long story.
Pull quote	a quote from the story that is enlarged and appears within the text.
Standalone	Picture story that can exist on its own or on a front page leading to a story inside.

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Imprint   legal information and address of the paper, usually on page two of the Guardian. In a magazine this tends to be a larger section where key members of staff are credited.

Centre spread   in the Guardian we have a full colour photograph running across centre two pages.

Folio   top label for the whole page. Can relate to the area covered in the paper ie National or a big news topic ie Social media, Libya.

Page furniture   everything on the page except pictures or text of stories.

Web Specific

SEO   Search engine optimisation. Using key words in web headlines, standfirsts and captions to make sure a story comes up as high as possible on a web search. A key word needs to be used as near the beginning as possible.

Slugword   word(s) used at the end of the web address (URL) of the article to make it easy to find and search.

Embedding   putting video, audio and pictures into the text of a web story.

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