

Newspaper terms – part 2

Advertorial	
Bias	
Box Out	
Circulation	
Defamation	
Editor	
Feature	
Human Interest Story	
Leader	
News values	
NIB	
Proprietor	
Puff	
Pugs	
Reach	
Redtops	
Standfirst	
Strapline	
Tag	

Newspaper terms

Advertorial	<i>An advertisement presented as though it is a piece of journalism. AKA an advertising feature.</i>
Bias	<i>A form of prejudice when a person, place or thing is misrepresented, underplayed or ignored.</i>
Box Out	<i>A small part of the page, shaded in a different colour.</i>
Circulation	<i>The number of copies of a given newspaper sold in a day.</i>
Defamation	<i>The act of attacking someone's good name. If published or broadcast, this is also known as Libel</i>
Editor	<i>The person who is in charge of the day to day decision making and who edits each edition.</i>
Feature	<i>An article written for the interest of the reader which may not have direct relevance to current news events.</i>
Human Interest Story	<i>A news story thought to appeal to a mass audience because of its personal qualities.</i>
Leader	<i>An opinionated article on a current news story written by the newspaper editor or their nominee.</i>
News values	<i>The factors that influence journalists and editors in their selection and rejection of stories for publication.</i>
NIB	<i>News In Brief – usually a news item told in a very small space, say one column x two inches.</i>
Proprietor	<i>The owner of a newspaper. Sometimes known to exert control over editorial decisions.</i>
Puff	<i>Small, usually colourful section on the front page which promote features inside the paper</i>
Pugs	<i>AKA ears – items placed at the top left and right-hand corners of the paper to catch the reader's eye.</i>
Reach	<i>The amount of people in a target audience who read a given paper.</i>
Redtops	<i>Term used to describe The Sun, The Mirror and The Star – down market tabloids. Can you think why?</i>
Standfirst	<i>An introductory paragraph before the start of the feature. Sometimes it may be in bold.</i>
Strapline	<i>An introductory headline above or below the headline.</i>
Tag	<i>A word or phrase used to engage a reader's interest in a story by categorising it e.g. 'Exclusive', 'Sensational'.</i>