



# Glossary

## Ad

Short for advertisement

## Angle

Short for news angle, it is that aspect of a story which a journalist chooses to highlight and develop. Usually the most of interest angle to the reader. Also called hook.

## Art Editor

The person who oversees all of the art in the magazine, which includes design, photography and illustrations.

## Caption

Short pieces of text placed below or beside pictures to describe them and identify the photographers and/or owners

## Column

In typography, a column is a vertical block of text on a page. Or a regular feature often on a specific topic, written by a person known as a columnist.

## Copy

The main text of the story.

## Coverline

Captions on a magazine cover.

## Cover story

The most important story used on front cover of a magazine, usually with a picture.

## Credit Line

Text next to or following a story or picture acknowledging its source.

## Crosshead

A few words or a phrase used to break up large amounts of text. Crossheads often use a fragment of a strong quote from later in the article.

## Direct Quote

The exact words used by a person, written within quotation marks and correctly attributed.

## Distributor

The person who makes agreements with shops to sell magazines and newspapers. They also make sure that the products get from the printers to the shops.

## Double Page Spread

Two facing pages in a newspaper or magazine that are designed as one unit of interrelated articles. Also called a spread.

## Edit

To prepare raw material – such as text – for publication, checking aspects such as accuracy, grammar, style, clarity etc.

## Editor

The person – usually a journalist – in charge of the editorial content and direction of a magazine or other news outlet.

## Feature

A longer more in-depth article, usually in greater depth than a news item. Features may grow from a current news event or simply be examining a timeless issue.

## Finisher

'Finishing' is the term used to define anything done to a magazine after it is printed. It's considered a value-added process and a finisher will do jobs such as attaching gifts to the front cover or putting magazines in a bag.

## Flatplan

Traditionally a sheet of paper showing the proposed layout of items such as stories and adverts on a newspaper or magazine page or double spread.

## Font

In printing, a set of characters – letters, numbers and punctuation marks of a single size and style of a particular typeface.

## Headline or head

A word or short phrase in large type at the top of an article designed to either summarise the news or grab the reader's attention and make them want to read it.

## Housestyle

An organisation's set of rules for how language and all other elements are used, usually contained in a style guide available to all editorial staff. Style guides can vary from basic rules on spelling and grammar to complex documents on how words are used.

## Imprint

Information printed in a magazine showing the publisher details.

## Intro

Very important first paragraph containing the most newsworthy part of the a news story or leading the reader into the feature.

## Layout

A plan of stories, pictures and other elements are to appear on the finished page.

## Logo

The name of the magazine in a special distinctive type at the top of the cover.

## Printer

The printer is responsible for 'printing' the magazine. The finished pages are printed on to paper, cut, folded, stapled and trimmed into magazines.

## Promotions Buyer

The person responsible for choosing and ordering the gifts on the front covers. They work closely with factories to make sure the gift passes safety measures and comes in on budget.

## Publish

To make something available to an audience, usually in printed form.

## Publisher

A publisher is the 'money person', they make it possible for a magazine to operate financially and ultimately reach print.

## Pull-out quote

A specially powerful or significant quote or excerpt from a story highlighted in a different typeface next to the main text. Also called a sell, lift-out quote or call-out.

## Q and A

A conversation or interview printed verbatim in question and answer form.

## Quotation marks

Marks in a text to show the start and the end of a quote. Usually either single ' or double " depending on house style. Sometimes called speech marks.

## Reported Speech

A way of reporting what someone has said without using their exact words in a quote. Well-written reported speech allows a journalist to compress and explain a person's words for greater efficiency and clarity. In grammar, sometimes called indirect speech.

## Review

A description of an event with a critical assessment of how well it was done. Reviews are typically written of TV shows, movies, CDs, books and other forms of entertainment.

## Sell

Short sentence promoting an article, often pulling out a quote or an interesting sentence.

## Sidebar

A column beside a main story which has more information about – or another angle to – the main story to which it's attached.

## Slug

A key word or phrase that identifies a feature (at the very top left hand or right hand side of the page before the headline).



## **Subhead**

A smaller one-line headline for a story.

## **Standfirst**

A short section of text between a headline and the text that follows. Often a different type size to the body type, it gives a brief summary of the article that follows.

## **Strapline**

In print and online, a kind of subhead or standfirst immediately following a larger headline.

## **Style**

A consistent way of presenting information.

## **Subhead**

A small headline below the main headline. A small headline inserted in the body of a story to visually break up a long column of type.

## **Typeface**

In printing a set of letters, numbers and punctuation marks designed in one particular style.