

Behind the Headlines

Newspaper terminology



Masthead/titlepiece

The newspaper's title displayed on the frontpage.

Skyline

An information panel at the top of the front page that tells the reader about other stories in the paper to tempt them inside.

Editions

The Guardian sometimes prints several editions each night, enabling journalists to update stories and add breaking news. A system of dots tells you which edition it is.

Headline

A phrase that summarises the main point of the article. Headlines are in large print and aim to catch the attention of the reader.

Standfirst

Words linking the headline to the story. In smaller type size than the headline but bigger than the story.

Byline

The line usually above the story. It gives the author's name and sometimes their job and location.

Copy

The writing in an article.

Bodytext

The copy that makes up the main part of the article - ie the story.

Photograph/graphic

Images make pages look more interesting, entice people to read articles and aid understanding of stories.

Caption

A brief description of a photograph or graphic.

Page furniture

Every thing on the page except for the pictures and bodytext.

Package

A group of connected stories across one or many pages in the newspaper and on the website.

Crosshead

A word or phrase in a bigger and bolder type inserted between two paragraphs in a story to break it up. Mainly used in features and longer news stories.

Pullquote

A quote from the story that is enlarged and appears with in the text.

Standalone

A picture story that can exist on its own or on a front page leading to a story inside.

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 listed.

Centrespread

In the Guardian we have a full-colour photograph or graphic running across the two centre pages.

Folio

The top label for the whole page. Can relate to the area covered on that page, ie national news, or a big news topic such as COVID-19 or Gaza.

Sidebar

TA panel or box containing copy and a headline, graphics or other information (eg relevant figures) connected to the mainstory. It can be eye-catching and help break up a story into different elements to help presentation.