

### Some useful terms

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Whilst examiners would rather you understand how the language and layout of newspapers affect the reader rather than being able to identify terms ('Ooh, look, that's a headline!' isn't going to get you many marks) it is useful to be able to use the terminology when writing an analysis. Find out what the following mean, write a definition and then attach the labels to the front page of a newspaper:

<b>Byline:</b>	<b>Kicker:</b>
<b>Bodytext:</b>	<b>Masthead:</b>
<b>Caption:</b>	<b>Pugs:</b>
<b>Cross-head:</b>	<b>Sidebar:</b>
<b>Cross reference:</b>	<b>Splash:</b>
<b>Headline:</b>	<b>Standfirst:</b>
<b>Strapline:</b>	<b>Teaser:</b>
<b>Sub-heading:</b>	<b>Title piece:</b>

Now explain the effect of each of the items on the front page that you have labelled. What, for example, makes the headline effective? Why has a particular caption been used?

For a useful illustration of a labelled newspaper look at: <http://image.guardian.co.uk/sys-files/Guardian/documents/2007/11/07/resources.pdf>