**Journalism, and Features of a News Article**

**Key Terms**

* Headline – The heading at the top of an article or a page in a newspaper or magazine. It is usually short, perhaps four or five words. It tries to attract the interest of the reader by telling them what the story is about, in a short and interesting way.
* By-line – who wrote the article.
* Introduction/lead – This opens the articles, and sets the scene. It summarises the main points of the article: who, what, when, where. It is rarely more than 25 words.
* Body – Everything after the introduction/lead is considered the body. The body provides more detail about the event, in particular it answers the questions how and why. Body paragraphs will typically be shorter than traditional paragraphs, usually 1-3 sentences.
* Quotes – Sometimes articles will include what a person, such as an eye-witness or an expert) has said. These will be in quotation marks. Quotes shouldn’t always be from just one source.
* Photograph and caption – Sometimes articles have a photograph to show an aspect of the article. The caption is a sentence explaining the photograph (who and what).

**Newspaper Elements**

* Anchor – a soft story used at the base of page one. The headline of such a story is different to the headlines used for hard news stories. It will be more creative and eye catching.
* Banner – a headline that runs across all eight columns on the top of the page. It is used for momentous events, and is set in big and bold letters. The banner is also called a streamer.
* Box – A news report that is surrounded by a printed rule. The box is used to display those stories that are important or unusual.
* Classifieds – the advertisements run in small type. These are ads placed by individuals or small traders, who pay according to the number of words used.
* Column – a weekly or fortnightly article written by a seasoned commentator, who is either a journalist or a specialist.
* Dateline – it comprises of two elements: the name of the city from where a story originated and the date on which it was written.
* Editorial – the article that represents the newspaper’s opinion. It is also called the leader.
* Filler – a short item that is used to fill up space on a newspaper page.
* Folio – the line of text placed on top of inside pages giving the page number, day, and date of publication.
* Infographic – an art form where words are used with charts, illustrations, graphs, or photographs to tell a news story.
* Jump Line – used to inform the reader of the page and column number where he can find the rest of the story.
* Kicker/Shoulder – a headline that is written on top of the main headline. It is set in a font size that is less than the font size used to set the main headline.
* Masthead – the forehead of the newspaper where the title of the newspaper is published. It also gives the place of publication, publication date, etc.
* Sidebar – a short story related to the main story and run adjacent to it.
* Subhead – a one or two word headline inserted at the head of a paragraph to break the monotony of a solid column of type. Sub-heads are generally written in bold letters in the same font size as the body text.
* Teaser – a front page box placed over or below the newspaper masthead. It lists the important stories run on inside pages or boxes announcing a paper’s inside contents.
* Section – the different category of news included in the newspaper.

**Types of News**

“Hard” News

* Written from most important to least.
* Less important details appear farther down.
* Must past the cut-off test: background information appears at the end in case article is shortened to fit printing space available.
* Quotes throughout.
* All sides of the story are covered.
* Writer does not provide opinion. (No editorializing.)
* **Must be published in a timely manner.**
* “Hard” News Leads answers who, what, when, where, why, and how (or as many as possible).

Feature Stories (“Soft” News)

* Expand on news events or current trends.
* Can be entertaining.
* Emphasise **human interest**: children, animals, food, seasonal items.
* Do not have to pass the cut-off test.
* Include advance/follow-up stories which otherwise would not be timely.
* Broader focus.
* May include multiple photos.
* **Can be written at any time.**
* (“Soft”) Leads for Feature stories are more like a hook from an essay (i.e., a question, description, story, or startling statistics).