

SUBJECT: Media

UNIT: Newspapers



Key Terminology

- **Headline:** The title of a news article, designed to grab the reader's attention.
- **By-line:** The name of the journalist who wrote the article.
- **Lead:** The opening paragraph of a news article, summarizing the main points.
- **Body Copy:** The main body of the news article, providing more details.
- **Masthead:** The title and logo of a newspaper, typically located at the top of the front page.
- **Splash:** The main news story on the front page.
- **Broadsheet:** A large-format newspaper, typically focusing on serious news.
- **Tabloid:** A smaller-format newspaper, often emphasizing sensational news and celebrity gossip.
- **Sensationalism:** A style of journalism that emphasizes exciting or shocking news.
- **Bias:** A tendency to favour one side over another.

Key Concepts

- **News Values:** The criteria used to determine the newsworthiness of a story, such as impact, timeliness, and human interest.
- **News Production Process:** The stages involved in producing a newspaper, from gathering information to printing and distribution.
- **Journalistic Ethics:** The ethical guidelines that journalists follow, such as accuracy, fairness, and impartiality.
- **Audience:** The people who read a newspaper, and the ways in which newspapers target specific audiences.
- **Media Ownership:** The companies that own newspapers and the impact of ownership on editorial content.
- **Regulation:** The laws and regulations that govern the newspaper industry, such as libel laws and press standards.

Analysis Techniques

- **Textual Analysis:** Analysing the language, style, and structure of a news article.
- **Visual Analysis:** Analysing the layout, images, and typography of a newspaper.
- **Audience Analysis:** Analysing the target audience of a newspaper and how the content appeals to them.
- **Contextual Analysis:** Analysing the historical, cultural, and political context in which a newspaper operates.