

# Visual Literacy Appendix

## APPENDIX glossary of terms



# B Visual Literacy Glossary

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## GLOSSARY of terms

**ad**-an abbreviation for advertisement.

**advertising**-messages in newspaper space paid for by the advertiser.

**angle** - an approach or point of view for a story.

**AP**-an abbreviation for Associated Press, the largest wire service, operating worldwide, in large and small communities. (see wire service)

**assignment**-a story or beat a reporter is given to cover.

**art** - a general term for all newspaper illustrations and photographs.

**attribution** - identification by name and other information of a source of information.

**balloon** - the words appearing in a circle above characters in a cartoon or comic strip, which indicates their words or thoughts.

**banner** - a headline running across the entire width of the page; also an ad running across the page of the newspaper; on a website, usually an animated ad..

**beat** - a reporter's regular area of coverage, such as local government, police news, science, religion.

**bias** - a viewpoint expressed in an editorial, column or quote or a writer's personal opinion or attitudes.

**breaking news** - news that is developing at the moment; news that occurs on or just before deadline.

**budget** - the space available for news; editors hold budget meetings to decide which stories to run on front pages, etc.

**byline** - the name of the writer printed at the top of the story.

**caption or photocaption**-the larger type over a cutline or a title or explanatory phrase accompanying a picture, similar to a headline.

**caricature** - the exaggeration of features for comic or critical effect in a cartoon.

**carrier** - a person who delivers the newspaper to subscribers.

**cartoon or gag strip** - single frame, self-explanatory, without a story line that continues from one day to the next, accompanied by a caption or short text.

**circulation** - the number of newspaper copies sold.

**classified advertising** - ads set in small type that are grouped together under headings to form a section of the newspaper.

**column** - the arrangement of horizontal lines of type in the newspaper; also an article expressing the personal experience or opinion of its author, the columnist.

**column inch** - space measurement, one column wide by one inch deep.

**comic strip** - fictional but often true-to-life stories told graphically through a sequence of frames, displayed vertically or horizontally. Stories may be told in a single sequence or story lines may continue from day to day and build on each other. Comics are organized into a section of the newspaper, though occasionally comics will appear on other pages for humor or variety. Comic strips may deal with action or adventure, animals or family or community life.

**compositor** - the person who arranges all copy, ads, headlines, etc. on a board into the form for printing.

**confidential source** - one who gives information to a reporter with the understanding his identity will never be revealed, even in a court of law.

**copy** - any material ready to be put into printed form.

**copyright** - an author's or publication's exclusive right of property for the work the person or organization produces.

**copy editor** - a newspaper worker who corrects or edits copy written by a reporter and writes headlines.

**correspondent** - a reporter stationed in another location.

**crop** - to eliminate portions of copy or photos by reducing the size.

**cutline** - identifying information that appears under photographs or illustrations.

**dateline** - the opening words of a story, usually in bold type, which give the location from which the story was submitted and sometimes the date.

**deadline** - a time at which all copy for an edition must be submitted.

**desk** - editing stations for various areas of coverage or activity, such as the city desk, the state desk and the copy desk.

**display advertising** - ads of various sizes appearing throughout the newspaper that make use of varied type styles and sizes, art and photographs.

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**dummy** - a diagram of a newspaper page, showing the placement of stories, headlines and photos.

**EARS** - space at the top of the front page on each side of the newspaper's name, used for weather, index, circulation figures or calling attention to some special features in the newspaper.

**editor** - a person who corrects and revises copy; also, a person in a supervisory position in the newsroom, such as the city editor, the managing editor or the features editor.

**editorial** - a statement of opinion, reflecting the publisher's position, which appears on the editorial page.

**expose** - a story that uncovers corruption or poor conditions and includes information that is generally difficult to obtain; also called an investigative report.

**feature** - a story in which the interest lies in something other than the news value.

**five Ws** - who, what, when, where and why (sometimes H for how is added); the main questions a reporter asks and answers when following up and writing a news story.

**flag** - the newspaper's logo on the front page.

**follow-up story** - a story that adds more information to one already printed.

**font** - a complete assortment of type of one size and face.

**four-color** (4-color) - when a color photo is needed, a slide is separated into the basic colors of red, yellow, blue and black.

**general assignment reporter** - a reporter who is not assigned a specific area of coverage and often writes news features.

**gutter** - the margin between facing pages where the fold lies.

**hard news** - stories that focus primarily on the available facts of a news event or situation; a straight news story makes the key facts easy to find.

**headline** - the large type above a story stating its main idea.

**hole** - missing information or unanswered questions in a story.

**inserts** - an advertisement that is printed apart from the regular press run, usually an independent printer, then "inserted" among the regular newspaper sections.

**interview** - a face-to-face or telephone conversation with a person, in which the reporter asks questions to obtain information for a story.

**invasion of privacy** - a charge that a news story reveals personal information that should not be made public.

**inverted pyramid** - the basic organization of a news story, in which the most important information comes first and the least important details appear last.

**investigative reporter** - a reporter skilled in uncovering information, particularly information an individual or organization attempts to conceal.

**jump** - to continue a story from one page to another.

**kicker** - a short headline in smaller type, above the main headline of a story.

**kernel** - a summary statement in a feature story.

**kill** - to take out copy or type that is not to be printed; to decide not to run a story or a portion of a story.

**layout** - the arrangement of copy, art and headlines on a page.

**lead** - the first few sentences of a story, usually answering all or most of the basic questions who, what, when, where, why and how; infrequently but historically spelled "lede".

**leading** - the amount of space between lines.

**leak** - to give information to the press on the sly, against the wishes of organizations or individuals involved.

**libel** - the publication of a statement that hurts unjustly the reputation of a person or organization; to be libelous, the statement must be false and published, the person must be identifiable and defamed. Public offices carry a greater burden of truth.

**link** - way to enter a Web site by simply clicking on the site name.

**logo** - the name of a newspaper or section set in a distinctive style of type so as to be easily recognized; a distinctive design bearing the name or trademark of a company or business.

**managing editor** - the editor who directs the daily gathering and editing of the news.

**masthead** - the formal statement of a paper's name, officers, point of publication and other information, usually found on the editorial page.

**muckraking** - to search out and publicly expose real or apparent misconduct of a prominent individual or business.

**national advertising** - ads placed by agencies for clients that feature national or regional information.



# D Visual Literacy Glossary

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**negative** - a photographic image in which the values of the original copy are reversed, so that the dark areas appear light and vice versa.

**news analysis** - a story which analyzes events in the news, rather than simply reporting on them.

**news hole** - the amount of space in the newspaper available for news and features; the amount of space left over for news after the ads have been placed on the page.

**newsprint** - the uncoated, machine-finished paper on which newspapers are printed.

**newsstand** - a single copy account that sells the papers over the counter.

**nut** - a summary statement or paragraph in a feature story.

**op ed page** - the page opposite the editorial page devoted to the opinions of syndicated columnists and others.

**obituaries**, (obit) - announcements of deaths, funerals and details of the deceased person's life.

**offset** - a printing method in which the plate transfers the image to be printed onto an intermediate surface called a "blanket", which then comes in direct contact with the paper.

**pagination** - the computerized process by which a newspaper is laid out or paged.

**peg** - a timely link or reason for publishing a story.

**photocomposition** - a method of printing that relies on photographic means of producing engravings and plates.

**plagiarism** - passing off as one's own the ideas and words of another.

**plate** - an aluminum sheet that the negative is transferred to so that it can be run on the press.

**pop-up** - ad or window that "pops up" or opens up automatically on a computer screen.

**press conference** - a meeting called by a public figure for the purpose of addressing the questions of the news media.

**press release** - a statement submitted to the news media by an organization or individual to announce an event, promote an organization or issue a statement.

**press run** - total number of copies printed.

**process colors**-process of red, yellow and blue inks used separately or mixed.

**profile** - any story that provides an in-depth look at a personality.

**proof** - a page on which newly-set copy is reproduced to make possible the correction of errors.

**proofreader** - someone who reads proof pages and marks errors for corrections.

**public figure** - a person who, by virtue of his position or vocation or actions, is in the limelight, such as a politician, a high-ranking public official, an entertainer or an activist; a person with wide-spread fame or notoriety or special prominence.

**public record** - official government records required by law to be open to public scrutiny, such as budgets, salaries, bids, births, deaths, marriages and arrests.

**publisher** - the chief executive and sometimes owner of the newspaper.

**put the paper to bed**-when the paper heads to press and the newsroom has signed off all pages.

**quarterfold** - taking the standard size of the newspaper and folding it into quarters, usually stitched and trimmed.

**rack** - a metal stand where newspapers are sold, placed in front of businesses or street corners.

**register marks** - cross-hairs generally used to register one negative to the other for color registering.

**review** - an account of an artistic event, which offers a critical evaluation, the opinion of the writer.

**roll-end** - the part of the paper left when the press completes its run; often made available free to the public.

**R.O.P.** - Run-of-Paper-denotes advertising that appears within the newspaper itself.

**scoop** - an exclusive story, obtained before a competitor prints it.

**soft lead** - a feature-style lead intended to entice readers into stories; colorful, dramatic opening paragraph in contrast to straight news leads that answer who, what, when, and where questions.

**source** - a supplier of information, such as a person or publication.

**staff writer** - a writer employed by the newspaper that prints his story.

**straight news story** - a story that deals only with the objective details of an event or occasion; a hard news story.

**subheads** - appearing below the headline and above the story; along with the headline, gives the main idea of the story.



**syndicate** - an association which buys and sells stories, features, columns, editorials and other materials for publication in newspapers.

**syndicated features** - material such as comics, advice and opinion columns, etc. supplied nationally to newspapers by news syndicates.

**tabloid** - the standard size of the newspaper folded into half.

**tip** - a idea for a story.

**top story** - the story that usually appears at the top of the front page on the right hand side, considered by editors to be the most important story of the day.

**tube** - a plastic receptacle with an open end for a carrier to deliver the paper.

**two-source rule** - standard set by investigative reporters; a fact should be confirmed by at least two sources before reporting it.

**typo** - slang for typographical error, a mistake made by hitting the wrong key of the keyboard.

**unattributed sources** - sources who provide information with the understanding that their names will not be used in the story.

**white space** - space in ads that is without copy; used to improve the visual quality of ads.

**wire service** - a national or international news service that distribute news and pictures by means of wire communication.

**yellow journalism** - sensationalist journalism that exploits, distorts or exaggerates the news to attract readers and beat the competition.



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**INSIDE TODAY**

**AN EMBRY CRIES**  
 A woman in Ohio has given birth to a baby who is believed to be the first of its kind. The baby was born with a small head and a large body.

**FOUR PHOTO LEADER**  
 A group of four people are shown in a photo. They are all smiling and looking at the camera.

**RECEIVED HIS DUES**  
 A man in a suit is shown in a photo. He is holding a small object in his hand.

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# The News

**PARITY CLOUDY**  
 High, but low, for complete weather coverage 68

**TODAY'S DATE**

## Screener positions to be cut from ILM

**CUTTING BACK**  
 The Lucas Entertainment Security Agency has announced plans to cut 6,000 screeners from its ranks. The agency, which has been in business for 10 years, is one of the largest in the world. The cuts are expected to be completed by the end of the year.

**by Garth Michael**  
 The agency has been in business for 10 years. The cuts are expected to be completed by the end of the year.

### MILITARY SUCCESS | PRESIDENT CELEBRATES AT SEA

## Troops injured by grenades

Attack seen as a sign of a rise in anti-Americanism

**Photo Caption**  
 Attack seen as a sign of a rise in anti-Americanism

## Bush declares victory in Iraq

**Says troops will remain, war not over**  
 By Karen DeYoung  
 President Bush declared victory in Iraq on Sunday, but he also said that the war was not over. He said that the troops would remain in Iraq for a while longer. He said that the war was not over because there were still many people in Iraq who were not happy with the situation. He said that the war was not over because there were still many people in Iraq who were not happy with the situation.

## On the trail of Buddy Myers, years later

**By Andrew Ross**  
 Buddy Myers was a man who was known for his work in the field. He was a man who was known for his work in the field. He was a man who was known for his work in the field.

**CONTACTS**  
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**Logo**

**Ear**

**Banner Headline**

**Byline**

**Top Story**

**Photo Caption**

**Cut or Photograph**

**Wire Service**

**Index**

**Lead Paragraph (5 Ws: Who, What, When, Where, Why)**

**Dateline**

**Jump**

