**Journalism**

**Top 25 Terms**

**Advance (advance story)** – news of an event to occur in the future.

**AP** – abbreviation for Associated Press, a news-gathering service.

**Caption** – the heading placed above or below a photograph.

**Center of Visual Interest (CVI)** – the dominate item on a page; usually a photo, graphic or headline.

**Crop** – to eliminate unwanted portions of a photo to emphasize its center of interest.

**Deadline** – time at which job must be handed in or completed to make issue date of publication.

**Direct Quote** – the reproduction of a speaker’s exact words, set within quotation marks and correctly attributed.

**Editorial** – an article that represents the paper’s opinion.

**Feature Story** – an article of special interest with a quality other than its timeliness as main attraction.

**5 W’s and an H** – the Who, What, Where, Why, and How; key questions answered by a summary lead.

**Follow-up** – a news story written after an event has occurred.

**Hammerhead** – a large headline of only one or two words, followed by a longer and smaller head underneath; the reverse of a kicker.

**Headline** – lines of display type printed above a newspaper story, calling attention to relative importance and attracting readers to the story’s content.

**In-Depth Report** – a story that goes beyond the surface to discover the news behind the news; also called an investigative report.

**Indirect Quote** – using a version of a speaker’s words without quotation marks.

Kicker – short, lead-in phrase above main head.

**Libel** – untrue statement or material that damages a person’s reputation.

**Objectivity** – an attempt to write a story without showing bias or injecting the writer’s opinion.

**Plagiarism** – unauthorized copying of another’s work. Reproducing copyrighted material without permission-whether words or art-is a crime.

**Profile** – feature story about a person; personality piece.

**Proofreader** – someone who reads printed material for errors.

**Pull Quote** – quote from a story or news source that is “pulled out” and set as a graph in a distinctive format and type to attract readers to a story and add visual interest.

**Retraction** – a printed correction of an earlier error in the paper.

**Style Manuel** – compilation of style rules for a newspaper.

**Summary Lead** – a first paragraph that contains the 5 W’s and an H of a news story.

Journalism Terms Poster and Flashcards

1. Create a short video for your assigned term. Include the definition of the term, why it’s important/useful, an example, and what it looks like.
   1. You must use Animoto which Neman will help you set up.
   2. There should be images, sound, and video.
2. Present your video to the class. Be ready to talk about your term after your video.
3. You and the audience will produce notes on the terms in a Word document.