**Terminologies**

**blind interview:**A published interview where the interviewee is not named, e.g. ‘a senior official’, sometimes called non-attributable. See also off-the-record. Also, to conduct an interview not knowing the subject matter.

**blurb:** Brief information about the writer, usually either at the top or bottom of the article.

**box**:  (1) The solid frame put around a print story to give it prominence.

**column:**(1) In typography, a column is a vertical block of text on a page, separated by margins and/or rules. (2) A regular feature often on a specific topic, written by a person known as a columnist.

**column centimetre**or**column inch**: A measurement of text based on the length of a single standard column of type in a specific newspaper or magazine. Also called a single column centimetre (SCCM).

**contempt of court**: Disregarding a court's orders or in any way interfering with the way the court does its job.

**cub**: Old-fashioned term for a trainee journalist. Also known as a rookie.

**caption:** In print, short pieces of text placed below or beside pictures to describe them and identify the photographers and/or owners. Also called a cutline.

**deck**: (1) The number of rows in a headline. (2) A sub head(line) below the main headline, describing a key part of the story.

**Defamation**

the action of damaging the good reputation of someone

**Libel** is a written or published **defamatory** statement, while **slander** is **defamation** that is spoken by the defendant.

**digital divide**: The gap between people who have access to a wide range of digital communications systems and those who do not for reasons such as income, economic development, education and age.

**donut**: A television interview in which the **studio presenter hands over to a journalist on location who interviews guests before handing back to the presenter in the studio.**

**exclusive**: Popularly called a 'scoop'. An important or significant story that no other news outlet has.

**follow-up**:  A story which is written to report new or more detailed information on a story which has already been published or broadcast.

**gutter**: A vertical margin of white space where two pages meet

**jump line**: A line of type at the bottom of an incomplete newspaper or magazine article which directs the reader to another page where the story is continued.

**kicker**: (1) The first sentence or first few words of a story’s intro, set in a larger font size than the body text. (2) A small headline in different type above and slightly to the left of the main headline. (3) A few words at the beginning of a caption to grab the reader's attention. (4) An ending that finishes a story or bulletin with a climax, surprise, or punch line (see also tailpiece).

**kill**: To cancel or delete all or part of a story.

**layout**: (1) A plan of how stories, pictures and other elements are to appear on the finished page of a newspaper or magazine. Sometimes called a dummy.

**lead**: (Pronounced ‘leed’) (1) The first story in a news bulletin or on the front page of a newspaper. Also called a 'splash

**mojo**: Mobile journalists who use light and portable reporting and communications tools such as mobile camera phones, PDAs and notebook wireless computers to record, edit and transmit their work in text, audio, pictures and video while in the field, without using an office.

**morgue**: A newsroom’s library, where old newspapers, clippings and pictures are stored for reference.

**mug shot**: A head-and-shoulders photograph of a person facing the camera.

**nut graf** or **nut graph**: A paragraph telling the essential elements of a story briefly, i.e. ‘in a nutshell’.

**obit** or **obituary**: An article summarising the life and achievements of a person recently dead.

**off the record**: (1) Information given to a journalist as background on condition that it will not be used in a story.

**op-ed**:  Chiefly US, an opinionated story written by a prominent journalist.

**paraphrase**: A summary of a person’s words given instead of a direct quote for greater understanding by the audience.

**plagiarism**: To use the work of another person as if it was one’s own, without attribution. It is unethical.

**rules**: In print, lines used to separate one element from another on a newspaper or magazine page.

**sound bite**: A short segment of someone speaking, usually the most significant or interesting part of what they said.

**subhead**:  (1) A small headline below the main headline.

**tip**: Information given to a reporter about a possible story.

**wob**:  White text on a black or dark coloured background.

**wrap-up questions**: The final questions in an interview, in which the interviewer clarifies any outstanding issues and checks they have not missed anything, e.g. ‘Is there anything else you can tell me about the crash?’