**Terminologies**

**Ad:**  Abbreviation for advertisement

**AP:**  Abbreviation for Associated Press, a wire service (see Wire Service)**[](http://thetimesnewsnie.com/wp-content/uploads/2012/08/TerminologyRolledPaper.jpg)**

**Beat:** A particular subject or specialized area under which a reporter has to collect the news , such as war reporting, political reporting, sports reporting etc

**ByLine**

A byline is a line at the [top](https://www.collinsdictionary.com/dictionary/english/top_1) of an [article](https://www.collinsdictionary.com/dictionary/english/article) in a [newspaper](https://www.collinsdictionary.com/dictionary/english/newspaper) or [magazine](https://www.collinsdictionary.com/dictionary/english/magazine) giving the author's name.

**Circulation:** Number of newspaper copies sold

**Column:**Vertical sections of typed lines on a newspaper page.  Also an article that appears regularly in the newspaper (eg. Sports Column)

**Copy:**  Any kind of written material

**Cutline:**  Explanation under or beside a photograph.  Also called a caption

**Dateline:** Where a story happened

**Deadline:**  Time at which all copy for the edition must be submitted

**Editorial:** Article expressing the opinion of an editor

**Feature:**  A story in which the interest lies in some factor other than news value

**Five Ws:** Who, What, Where, When, and Why (sometimes “H” for How is added) – the main questions a reporter asks when following up and writing a story

**Flag:** Name of newspaper, as it is printed on the front page

**Headline:**  Title of a news story

**Inverted Pyramid:**  The style traditionally used in news stories.  The lead contains the most important facts (who, what, when, where, why and how) in the story, with the other details arranged in descending order

**Jumpline:**  Line at the bottom of a story listing the page where the story continues

**Lead:** First paragraph of a news story containing the most important facts, written to catch the reader’s attention

**Managing Editor:** The editor who directs the daily gathering and editing of the news

**Masthead:**  List of the major executives of the paper, usually printed on the editorial page

**Publisher:**  The chief executive and often owner of a newspaper

**Wire Service:**  Network of reporters and editors who write stories for newspapers; these stories are available electronically to all the subscribing newspapers.  Also referred to as News Service.

**BREAKING NEWS** There is no scientific formula to define the breaking news. Breaking news is a subjective decision of the editor. To give breaking news one has to break the regular programming in the transmission and inform viewers about the new happenings.Any new happening or development which attracts viewers is called breaking news.

**TICKER** A data in a printed form on a strip or paper is called ticker. In modern media terminology, ticker is a electric strips which disseminate news information on electronic screen.

**FLASH BACK** Scene of film or writing set in a time earlier than the main story. Sudden vivid memory of a past.

**NEWS UPDATE** Give the latest information to an earlier happening. Act of updating the version being given earlier.