

Fairytale Newspaper

Newspaper roles

Editorial editor	responsible for overall content of the paper, makes sure everything runs to plan and has the final say on what appears in the paper.
Reporter	obtains information and writes stories. May cover all types of stories or may be a specialist who is concerned with a specific area of the news, such as sport or crime.
Layout editor	designs pages (deciding how best to present stories, photographs, etc).
Copy editor	edits stories for style and sense, cuts them to fit the page.
Graphic artist	produces informative graphics, charts, maps and diagrams to help explain a story visually.
Commercial	
Display Advert manager	has overall responsibility for all advertising within the newspaper in addition to display adverts - for product with photographs and graphics, placed by businesses.
Classified Advert manager	responsible for classified adverts – smaller adverts in columns, covering jobs, courses, holidays and announcements.
Print manager	controls the production of copies of the paper at the print site.
Lasthead manager	responsible for the title piece, edition (including day, date, & cost) and teaser.
IB/NAG manager	responsible for the short “facts only” stories and news summaries.

Newspaper writing

The Five Ws of Journalism

In a news report, the opening paragraph or sentences are the most important in establishing a summary of the whole story, encouraging the reader to find out more. In this way they differ from narrative stories, which tend to start by introducing the setting and characters, developing the chronology of events until the end, when the outcome is revealed. The opening paragraph of a news report usually answers the following questions, which are termed the five Ws of journalism. These are:

- **What** happened?
- **Who** is the story about?
- **Why** did it happen?
- **Where** did the story happen?
- **When** did the story take place?

Journalism tends to reverse narrative writing (inverted pyramid). It is top heavy with information. This is because most readers skim the news and read just two or three paragraphs unless they are interested. Also, news stories are cut from the bottom if too long so it is important that the key information is established at the beginning.

The traditional story



Writing a news report



Delayed drop

One type of introduction in journalistic writing that does not follow the five Ws rule is the delayed drop. In this type of writing the substance of the story is deliberately kept from the reader to create a feeling of suspense. It can be used in atmospheric stories in which the effect depends on how the facts are presented, in human interest stories where a profile of a person is being built up, or in humorous ones. The delayed drop is used a lot in feature writing.

Typographical terms

lasthead title piece	the newspaper's title displayed on the front page.
dition	the Guardian normally prints five editions (versions with some changes and additional late stories) every night. A system of stars indicates which edition it is.
leader	this is an information panel on the front page that tells the reader about other stories in the paper to tempt them inside.
colours advert	this is a stand-alone advert in a very prominent and effective position on the front page, usually in colour.
index	this helps the reader to find items quickly and easily.
headline/Main Title	a phrase that summarises the main point of the article. Headlines are in large print and different style in order to catch the attention of the reader.
standfirst/Subtitle	block of text that introduces the story, normally in a style different to the body text and headline.
byline	the line above the story, which gives the author's name and sometimes their job and location.
body text	text that makes up the main body of an article rather than headlines, standfirst and captions.
photograph	helps make the page look more interesting, it can add understanding of a story and/or entice someone to read the article.
caption	a brief description of a photograph or graphic.
sidebar	this is a panel or box on a page containing graphics or other information about an article. It is eye-catching and breaks the story up into different elements.
font	style and size of type face.
copy	written material to be published.

Types of stories

Journalists separate stories into types depending on their length or their position on the page. Some of these are:

lead story/splash	the most important news story of the day. It is supported by the main headline and sometimes the main photograph.
assessment story/piece	story at the bottom of the page which can often be quirky or amusing.
page lead	main story on a newspaper page. Usually the longest story on that page with the biggest headline.
support	usually the second longest story on a page supporting the main story.
shorts	stories between three and eight paragraphs in length.
fills	stories of no more than one or two paragraphs used to fill a page.
IB	stands for news in brief. One or two paragraph stories which only give basic facts. Often arranged in a list with small headlines.
AG	stands for news at a glance. Short news summaries giving the main points of a story.
features	subjective and reflective articles. They contain material such as in-depth analysis of people and events, opinion, advice or assessment.
leader	main editorial column where the opinion of the newspaper is expressed on leading/main news stories.
op ed/facing page	faces/opposite the leader page, carries columns and letters.