The media: in print

VOCABULARY PRACTICE

UPPER-INTERMEDIATE | B2

Name: _____ **Date:** _____

1 Match each print-production term with its meaning.

1 masthead	____	a publication's consistent editorial conventions
2 byline	____	b author's name attached to an article
3 folio	____	c nameplate identifying the publication
4 pull quote	____	d page number and publication details
5 sidebar	____	e number of copies produced in one cycle
6 above the fold	____	f prominent area visible when a paper is folded
7 house style	____	g short supporting text placed beside the main article
8 print run	____	h excerpt enlarged to attract attention

2 Complete the layout and production collocations.

byline | fold | folio | house | masthead | print | quote | sidebar

1 the newspaper _____

2 an accurate _____

3 page _____

4 a highlighted pull _____

5 an explanatory _____

6 place the story above the _____

7 follow _____ style

8 increase the _____ run

3 Choose the term that best fits the example.

1 The publication's nameplate is its *masthead* / *byline*.

2 The reporter's name appears in the *byline* / *folio*.

3 Page number and date form the *folio* / *sidebar*.

4 A large excerpt is a *pull quote* / *masthead*.

5 A small box explains background in a *sidebar* / *print run*.

6 The most visible front-page area is *above the fold* / *house style*.

7 Spelling and punctuation rules belong to *house style* / *folio*.

8 The number of physical copies is the *print run* / *pull quote*.

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4 Complete the production report with terms from the box.

above the fold | byline | folio | house style | masthead | print run | pull quote | sidebar

The redesigned **1** _____ makes the paper easier to recognise. The lead investigation appears **2** _____. Its **3** _____ credits both reporters, while a **4** _____ highlights the witness's central statement. A factual **5** _____ explains the timeline. The **6** _____ now includes a clearer date and page number. Editors applied **7** _____ consistently. Strong advance orders led the publisher to increase the **8** _____.

5 Read the text and answer the questions briefly.

Layout creates hierarchy

On a printed page, placement and scale tell readers what editors consider important. A story above the fold receives immediate visibility; a small brief deep inside the paper may be overlooked. Typography, white space and image size create additional hierarchy. These choices are necessary because not every item can receive equal space, but they also shape public attention. Critical reading therefore includes the page as well as the words.

1 What do placement and scale communicate? _____

2 Why is above the fold important? _____

3 What may happen to a small inside brief? _____

4 Name three other elements creating hierarchy. _____

5 Why must editors create hierarchy? _____

6 What should critical reading include? _____

6 Rewrite using the production term in capitals.

1 The story occupies the most visible area. **FOLD** _____

2 The reporter's name appears above the text. **BYLINE** ___

3 A boxed text explains the figures. **SIDEBAR** _____

4 Twenty thousand copies were printed. **PRINT RUN** _____

OVER TO YOU

Write a **120-150 word** production memo for a printed front page. Justify story placement, typography, images and supporting elements.

[ ] Use at least eight production terms. [ ] Explain the hierarchy. [ ] Consider accuracy and reader navigation.

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ANSWER KEY

1 Print-production terms

1 **c** 2 **b** 3 **d** 4 **h** 5 **g** 6 **f** 7 **a** 8 **e**

2 Layout and production

1 **masthead** 2 **byline** 3 **folio** 4 **quote** 5 **sidebar** 6 **fold** 7 **house** 8 **print**

3 Production choices

1 **masthead** 2 **byline** 3 **folio** 4 **pull quote**
5 **sidebar** 6 **above the fold** 7 **house style** 8 **print run**

4 Production report

1 **masthead** 2 **above the fold** 3 **byline** 4 **pull quote** 5 **sidebar** 6 **folio** 7 **house style** 8 **print run**

5 Reading - suggested answers

1 Editorial importance. 2 It receives immediate visibility. 3 It may be overlooked. 4 Typography, white space, image size.
5 Space is limited. 6 The page design as well as the words.

6 Rewriting - possible answers

1 The story is **above the fold**. 2 It has the reporter's **byline**. 3 A **sidebar** explains the figures. 4 The **print run** was 20,000.

Over to you: Answers will vary. Check production logic, hierarchy and navigability.