

1.2 TERMINOLOGY

DIRECTIONS: In your own words, define the following terms used in chapter one. Find an example of each one in a newspaper of your choice. Affix it to a separate piece of paper, label it and turn it in with your definitions. Be sure to put your name on all attached pages.

1. Folio
2. Refer
3. Caption
4. Display head
5. Mug shot
6. Novelty type
7. Kicker headline
8. Byline
9. One column head with a deck
10. Editor's note



NOTE: The items obtained in this exercise should be maintained as part of your clip file, your own personal resource file of ideas.