



Targamh
Art Of Translation

English ↔ Arabic ↔ French

MEDIA TERMS & DEFINITIONS

معتصم الحارث الضوي

The following is a short list of terms which you may encounter in dealing with the media and public relations practices:

AP	Associated Press (a major international news service)
AAP	Australian Associated Press (a major news service in Australia)
actuality	Audio recording of natural sound such as traffic, protesters shouting, etc
angle	The approach or perspective of a story
Autocue	A brand name for a teleprompter, also called a 'Porta Prompt'. This is a system which uses a clear glass screen from which a newsreader or speaker can read a script which is sent from a computer terminal out of sight of the audience and cameras
background	Term for general information supplied to support a news announcement such as history, profiles of executives, product lists, etc
beat	See 'round'
beat up	Slang term for wildly exaggerated or sensationalised story
Betacam	Currently the most popular format of video tape for television recording. A quarter-inch tape, Betacam replaces the older half-inch BVU format previously used

bite	A short section of an interview often just a few seconds long, usually a dramatic part used for news headlines or promos. In radio, these are referred to as 'sound bites'. Not to be confused with bytes
blurb	A slang term for glossy propaganda
boom	A long pole used by sound recordists to suspend a microphone above a speaker without being in the line of sight of an audience or camera
break	To first cover a story
by-line	Author's name on a story
caption	Short text beneath a photograph describing its contents
chief of staff	Senior executive in the media who assigns reporters to stories of the day
classifieds	Small, single column advertisements in a newspaper or magazine
copy	General media term for text of a story or stories
copytaker	Person who takes down dictated stories from reporters in the field
cut	Media term for editing to shorten a story. Also to terminate a video shot
cutaways	Short segments of footage shot by TV crews after an interview has concluded. These include 'noddies' (shots of the journalist silently nodding) and 'reverses' (shots of the journalist asking a question) for use in editing. These shots can be interspersed with an interview to avoid 'jump cuts' (edits of an interview which do not follow smoothly)
cuttings/clips	News stories cut from a newspaper or magazine
deadline	The time by which stories must be filed
display	Multi-column advertisements usually with photographs and/or graphics
editor	The senior executive in charge of editorial content of a publication
editorial	Refers to the story content of the media (as opposed to advertising). Also used as a specific term for the main opinion column of a publication, often written by the editor
embargo	A time-date line on a story restricting its publication or broadcast before the specified time

file	Media term for submitting a story to the editor or news desk
filler	A short story to fill a gap
good TV	Television term for action and dramatic sequences preferred by TV stations and audiences
good talent	TV term for an interviewee who performs well (what every interviewee should seek to become)
grab	A short quote or segment of an interview which can be easily grabbed by an editor for news
handout	Media term for news releases and statements issued by organisations and public relations staff
house style	The style of a particular publication or station (eg whether to use Mr and Ms or just names)
intro	The opening paragraph of a story (also called the lead)
journalist	A professional writer who writes for the media
lead	Same as intro
leader	The opinion column of a newspaper or magazine (same as editorial)
live	Going to air in real time, as opposed to pre-recorded. Interviewees should also ask whether they are live or pre-recorded
media release	Statement prepared and issued to the media
mike	Colloquial media term for microphone
new angle	A new or fresh approach to an old story
news release	Same as media release
news conference	A meeting called to issue a statement and answer media questions on a particular subject or issue, usually called by a company or organisation for a major announcement
news editor	Senior media executive who controls news
news director	Same as news editor. TV and radio usually use the term news director

off the record	information given to a journalist not for publication
'noddies'	Slang term used in television for reverse shots of the journalist during which he or she is seen nodding while the interviewee talks. These are shot after an interview is completed to facilitate editing
par	Abbreviation for paragraph, widely used in the media
press release	Same as news release or media release, but note that radio and television are not press, so news release or media release are preferred terms for statements to the media
press conference	Same as news conference (but note advice on using the term 'press')
press statement	Same as press release, news release, media release
proprietor	The owner of a publication or network
PRO	Abbreviation for Public Relations Officer
puff	Same as blurb. A derogatory term for rhetoric in news releases
purple prose	Term for ponderous or exaggerated writing
quotes	Media term for quotation marks and the words enclosed within
round	A subject area to which a journalist is assigned (eg. finance, courts, defence, shipping, agriculture, etc). Also called a 'beat' in some markets
roundsman	A reporter who is assigned to a particular 'round' such as politics, crime, shipping, agriculture, etc. (Roundsperson does not seem to have caught on in the media)
run, get a	Media term for having a story published
scoop	To beat other competing media to press or broadcast
sound bites	See 'bite'
source	The provider of information for a story
story	Media term for all news and feature articles
studio	Recording room. In radio stations, these are often small booths, while TV studios can be large sound stages in warehouse size buildings

sub-editor	A senior journalist who edits copy for errors, style, length and adds headlines ready for the typesetting or composing room. This is now mostly done electronically on computer terminals
talent	Media term for the interviewee. See 'good talent'
teaser	An appetite-whetter for a story such as a few facts to get attention
throw	Media term for a cross from one journalist to another such as a presenter to a reporter in the field
two-shots	Same as 'noddies'
wild sound	Same as 'actuality'
wind-up	A signal to finish
wire service	Electronic news services such as AAP, Reuters, UPI, Agence France, etc.