**10 Common Journalistic Terms**

1. **Sources**
   1. This is “who said what” or the source of the material you are using in your publication. This can be an individual or records.
2. **Attribution**
   1. This is specifically identifying the information or quotes in your story and connecting it to its source. This creates transparency and accuracy in reporting.
3. **Byline**
   1. The name of the individual who wrote the article. This can be more than one person.
4. **Headline**
   1. The title of your published piece. This should be captivating and engaging for your audience.
5. **Caption or Cutline**
   1. A brief description underneath or beside a picture.
6. **Dateline**
   1. This is usually placed before your lead in your story to identify the location of the story or where it took place.
7. **Lead or Lede**
   1. The beginning paragraph in your article/story. It’s generally used as an introduction and summary into your piece.
8. **On-the-record and Off-the-record**
   1. This determines whether the information can be used in a story. If the information is obtained on-the-record, it can be published. If it’s designated as “off-the-record,” you cannot use the material. Be sure to clarify with your source as to whether the information is “on-the-record” or “off-the-record” before moving forward with your piece.
9. **Inverted Pyramid** 
   1. This is a term used to explain how a story should be written based on the heaviest information at the beginning followed by supporting information and the least important/background details as it nears the end.
10. **Beat**
    1. A beat is a topic or subject that a reporter follows as a journalist.
       1. Examples: Crime, sports, education and politics.