

GLOSSARY OF WRITING TERMS

For those unfamiliar with writing lingo, here is a list of words you might hear me utter from time to time.

BIMONTHLY – A piece of communication published every two months.

BIWEEKLY – A piece of communication published every two weeks.

BYLINE – An author's name appearing with his or her published work.

COPY – Written text of a story, advertisement, brochure, and any other printed or electronic communication collateral as distinguished from related visual material.

COPYEDITING/EDITING – The review of a piece of writing to correct errors in spelling, punctuation, grammar, and syntax, eliminate wordiness, and smooth transitions. The editing process also can include critiquing the content of a piece in addition to mechanics of language usage.

- **DEVELOPMENTAL EDITING** – planning the writing project's organization and features; reorganizing manuscript sections; identifying gaps in content for author to address.

- **SUBSTANTIVE EDITING** – heavy copyediting, including some rewriting to clarify meaning and to conform to style guidelines and editorial policy.

COPYRIGHT – An author's intrinsic ownership of his or her works. Copyright law recognizes that the creator of a work owns it automatically and immediately upon its creation.

COPYWRITING – The practice of defining and writing original copy relevant to target audiences, communication goals, and professional personality and in alliance with style guidelines and editorial policy. Interviews, client-provided source material, and research serve as background that feeds the writing process.

CREDIT LINE – A brief acknowledgement of the author appearing at the end of an article that features information in addition to the author's name; typically includes author's place of residence and a note about the author's portfolio, professional background, or personal interests.

EDITOR – A skilled professional commissioned to check a work for grammar, spelling, and typographical errors as well as issues with the content.

EDITORIAL CALENDAR – An annual planning calendar showing topics of the features scheduled for forthcoming issues of a newspaper, magazine, or other periodical.

FACT CHECKING – Verifying accuracy of personal names, place names, dates, events, and other details of a written work.

FREELANCER – A publishing term for writers, photographers, and other creative professionals who work independently.

GHOSTWRITER – A writer who is paid to write an article or book for and in the name of someone else. Ghostwriters do not receive a byline or credit for the work.

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HOOK – A focusing tactic at the beginning of written piece used to get the readers attention, introduce the piece’s slant, and entice the reader to read on.

LEAD – The first paragraph of a written piece that usually features the hook intended to engage the reader’s attention.

PROOFREADING – A final review of a piece of writing that has been placed into layout. Proofreaders ensure proper grammar, spelling, syntax, and style have been maintained and look for typographical and mechanical errors.

SIDEBAR – Additional information published adjacent to copy that appears in the form of a chart, graph, or information box and is used to support the article’s topic.

SLANT – The bias or angle with which the author presents the information in an article.

STYLE – The distinct vocabulary and syntax of a particular writer, company, or organization; also called “house style” in reference to specific style guidelines of a company or organization.

SYNTAX – The orderly system and grammatical relation of words, phrases, and clauses in sentences.

tone – Style of writing and word choice used to illustrate an attitude on the part of the author, a character, or narrator.

VOICE – The style, tone, and unique way an author composes a piece of writing.