Contents demensing i

	List of figures Acknowledgements Text acknowledgements Preface List of abbreviations	vi vii viii x xii
1	Introduction	1
2	How to be a modern subeditor	13
3	Professional subediting practice With Glyn Mottershead	37
4	How to create great news headlines	68
5	Headline systems and searchability	99
6	How to write great feature headlines	114
7	Page furniture systems: sells and captions	140
8	Page furniture systems: pull quotes, cross heads, tags	176
9	Legal and ethical problems for subeditors	192
10	Covers, splash pages and landing zones	217
	Glossary of terms used in journalism Appendix: Copy editing and correction marks References Index	231 251 258 260