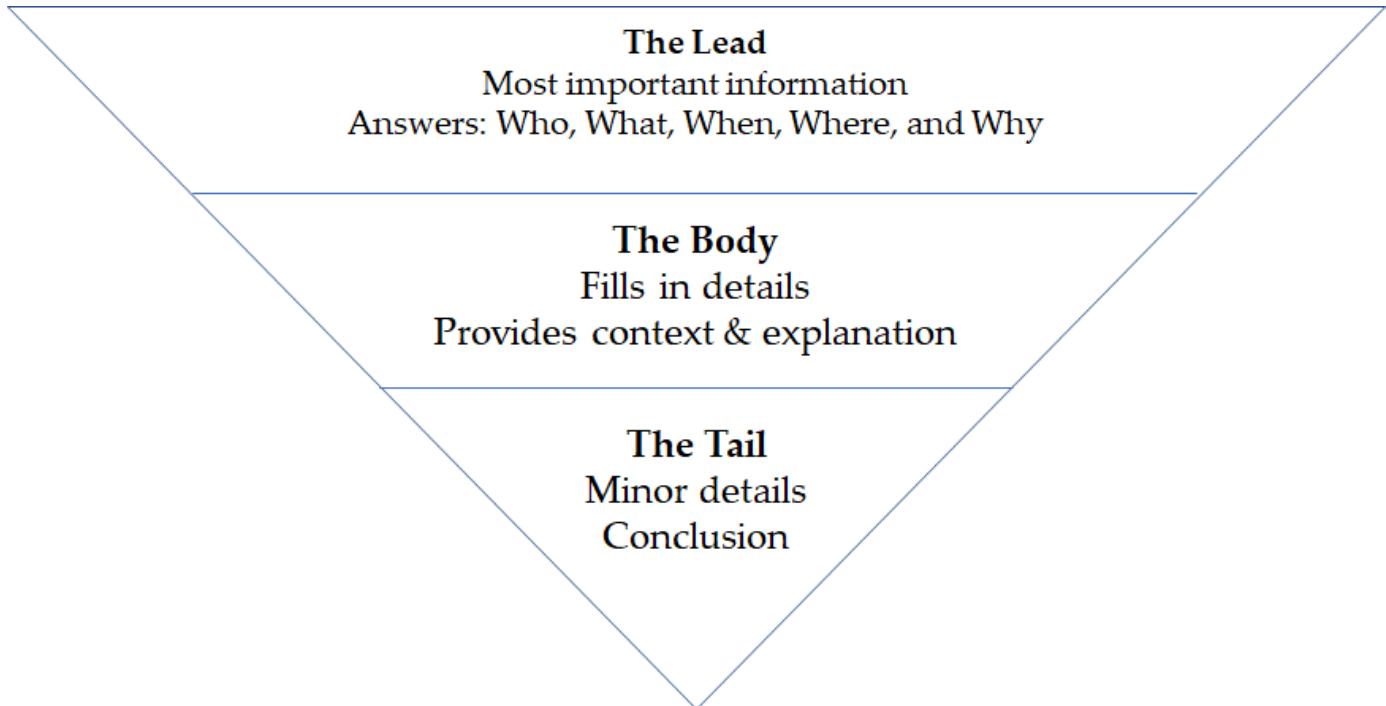


JOURNALISTIC WRITING STYLE PART 1

While reporting and journalism stories must remain objective, it is still important to tell an engaging story. This resource offers writing tips and style explanations to help guide journalism students in their writing.

INVERTED PYRAMID

Traditional journalism uses the inverted pyramid technique. This is when journalists organize their information with the most important facts at the beginning and the extraneous details at the end. The most important information answers the questions: who, what, when, where, why, and how. The rest of the article focuses on providing details and context.



LEADS

A lead is similar to the 'hook' in any other paper. It opens the story with the intention of drawing the reader in. The rest of the story is meant to fill out what the lead introduced. There is an art to constructing a good lead. When choosing a lead, follow the inverted pyramid and think of the most important information. Ask what the story is offering to the readers and think about the most engaging aspects of the story. The type of lead used depends on the nature of the story. The following list offers an explanation of the different types of leads.

- 1. Summary and Identification-** Bring the readers up to speed in a sentence or two, quickly answering who, what, when, where, why, how, and how many.
Example: Three people were injured in last night's bar fight, where police arrested five unruly patrons around 10:30 pm.
- 2. Multiple Element** – This lead is for a story with multiple, connected events to be reported on at once.
Example: This past week, Washington D.C. saw a fair amount of activity as the president enacted multiple executive orders, and the House worked with the Senate over Covid relief plans.
- 3. Throwaway** – This kind of lead does not provide all the information and is meant to leave the reader interested to hear the full story
Example: They're back! (Next line) The much-loved cast of the classic show, The Office, is coming back together to film a 25th-anniversary film special.
- 4. Suspense** – Simply use the lead to create suspense, urging the reader to continue in the story.
Example: The World Health Organization warns a global pandemic may soon be upon us.
- 5. Descriptive** – This lead is meant to read very similarly to an actual story.
Example: Anthony Johnson locked eyes with his wife, Tania, and pulled her into a hug, standing outside their third-floor apartment as it burned to the ground.
- 6. Scene Setting** – Provides the most context out of the other leads.
Example: Peter Jackson is known for his life's work as director of The Lord of The Rings, but now the famed artist has decided to tackle another book series by JRR Tolkien; The Hobbit.

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