



LEADS

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LEADS

It is the opening paragraph of any news story. It gives, its readers, the most important information in a clear, concise and interesting manner. It also establishes the voice and direction of an article.

LEADS - 5 W's & 1 H

- WHAT
- WHO
- WHERE
- WHEN
- WHY
- HOW

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- **WHAT-** When the event is most important in the story.
 - **WHO-** When the person is most prominent.
 - **WHERE-** When the place is unique in the story.
 - **WHEN-** When writing about holidays and important dates.
 - **WHY-** When the reason is unique than what has happened.
 - **HOW-** When the method of that happening is unnatural in way.



INVERTED PYRAMID STRUCTURE OF NEWS WRITING

The inverted pyramid structure is a traditional style of writing in print journalism, which gives the most important information in the first paragraph followed by the other key points, in descending order of newsworthiness.



LEADS/INTRO – 5 W's & 1 H

**BODY- DETAILS,BACKGROUND INFO,
KEY QUOTES/STATEMENTS,DETAIL**

ADDITIONAL FACTS

**DETAILS OF INTRO &
OTHER INFORMATION**