UNIT-V

**Types of leads**

**The digest lead:**

This lead summarizes clearly and plainly all the principle facts. It remains the simplest in construction and forms the basic part of all.

**The Direct appeal lead:**

It addresses the reader directly by implication as “you” and as the effect of making the reader a collaborator. It often begins with such phrases as “if you have ever thought” or” if you have ever seen or read”.

**The circumstantial lead:**

Here we have a beginning which stresses the circumstances under which the story happened. It props up usually when the story has a human interest.

**The statement (or) quotation leads:**

This type of lead starts out with an enunciation which, as often as not, occurs in quotation marks. In speech reporting particularly epigrammatic sentence often puts in capsule from the gist of the speakers idea.

**The descriptive leads:**

This form of beginning presents a picture. The reporter may set the stage for the action of his story or he may present in detail one or more of the chief actors. This lead can describe the scene or it can describe one or more of the people involved.

**Suspended interest leads:**

This type of lead serves as a stimulator by interest. It gives the reader enough information to wet his appetite. After the lead the story usually runs along in chronological form so that the reader must read to the very end to get at the climax.

**Summary lead:**

It gives the summary or a gist of the whole episode or article for readers who do not have a lot of time to sit and read, can just glance through important headlines of the day.

**Tabulated lead:**

Occasionally one runs into a story in which ones fact is prominent. Each facet of interest has about the same value in such instances a practice has grown up of tabulating each item in the lead one, two, three, and four.

## **Guidelines on Writing Newspaper Articles**

## Purpose

In this guide we provide basic tips on how to write a newspaper article, links to additional resources on how to write a newspaper article as well as a template

## Parts of Newspaper Article

**A newspaper article is usually constituted by five key parts:**

1. The **headline** is a short, attention getting statement about the event
2. The **byline** tells who wrote the story
3. The **lead paragraph** contains the what happened, where and when did it happen, who was involved, how did it happen, why is it newsworthy? Answers to these questions must be written in the opening sentences of the article and often provide the basis as to whether the reader continues with the rest of the story or not.
4. The **body/explanation** comprises of the relevant facts or details that the intended audience needs to know after reading the headline and lead paragraph. Depending on the context of the event, it could include direct quotes from the researchers, study participants and or community stakeholders.
5. The **additional information** part contains those details that are of least importance. In other words, these are details that even if the editor opted to delete from the article, the author would not have to rewrite it so as to convey the intended meaning.

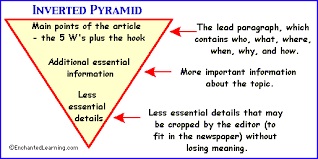
# How to Write a Newspaper Article

* **Compile a Fact list**

A fact list is an outline of all the pertinent facts and information that one needs to include in the article. Compiling a fact list is important to write a clean, succinct article and reduce chances of leaving out any relevant information about the topic or story.

* **Use the inverted pyramid format**

It is advisable to use the inverted format. This means that the most important vital facts should be mentioned first and the less important facts come later in the article. The first paragraph must more important than the second paragraph and the second paragraph more important that the third and so on.



* **Check facts before concluding**

Read over the article and where necessary provide support for all claims. Assertions need to be attributed to someone—“According to…..” Information that cannot be attributed to a reliable and appropriate source is not suitable for publication. Include names, dates and contact information or address.

* **Remain unbiased**

A news article is meant to convey direct facts, not the opinions of its writer. Keep your writing unbiased and objective. Avoid any language that is overly positive or negative or statements that could be construed as support or criticism.

* **Concluding your article**

Make sure your news article is complete and finished by giving it a good concluding sentence. This is often a restatement of the leading statement or a statement indicating potential future developments relating to the article topic.

* **Keep it simple**

No big words! Newspapers are written for twelve-year-old reading level in order to accommodate readers of all backgrounds and abilities.

* **Every time is the first time**

Provide background information. When writing about the latest in a series of events, do not assume precursory knowledge. Assume the reader is picking up the newspaper for the very first time, with no prior knowledge about a situation

**TYPES OF HEADLINES**

**1. The *Direct Headlines***

This type of headline is direct, and goes straight to the heart of the matter, without any attempt at cleverness.

**Pure Silk Blouses – 30% Off**

**2. The *Indirect Headline***

This type of headline uses curiosity to raise a question in the reader’s mind. The answer to such question is revealed in the body of the article. Often a double meaning is utilized, which is useful online.

**3. The *News Headline***

This headline is pretty self-explanatory, as long as the news itself is actually, well news. A product announcement, an improved version, or even a content scoop can be the basis of a compelling news headline.

Example: **My Exclusive Interview with Prime Minister**

**4. The *How to Headline***

This type of headline is effective both online and offline. Bly says that “Many advertising writers claim if you begin with the words *how to*, you can’t write a bad headline.”

Examples: **How to Write Effective Headlines**

**How to Upload Videos on Facebook**

**5. The *Question Headline***

It must do more than simply ask a question. It must be a question that the reader can empathize with, or would like to see answered.

**Do You Close the Bathroom Door Even When you’re the**

**Only One Home?**

Whether the reader’s answer to this headline is “yes” or “no,” he will be curious to find out what this behavior means, and will most probably keep reading.

**6. The *Command Headline***

This headline boldly tells the prospect what the reader has to do. The first word should be a strong verb demanding action. This type of headline is best used when the information, product or service you are writing about eliminates the need for some equipment, a difficult task, or a big expense.

Example: **Teach Yourself Math!**

**7. The *Reason Why Headline*.**

This type of headline is useful when the body of the article consists of a numbered list of product features or tips, which you then incorporate into the headline.

Example: **Twenty Reasons Why Linux is Better Than Windows**

**8. The *Testimonial Headline***

This headline is effective because it presents outside proof that you offer great value. This involves taking what someone else has said about you, your website or service, and using their actual words in your headline. Using direct quotes lets the reader know that they are reading a testimonial. The body of the article should discuss further the testimonial quote.

Example: **“Open Source software is more effective,” admits Bill Gates**.

[**Writing an Editorial**](https://www.geneseo.edu/~bennett/EdWrite.doc)

**.         Editorial Writing**

* Editorial page has occupied an importance place in the newspaper industry.
* Editorial reflects the newspaper ideology and is considered the mouthpiece of the newspaper management.
* Editorial is an important tool to build public opinion in a positive and constructive way on important national and international issues.

**Every editorial is made up of three parts:**

* **Introduction**
* **Body**
* **Conclusion**

**a.         Introduction**

**The introduction is the first paragraph. It often begins with a general statement about the topic and ends with a more specific statement of the main idea. The purpose of the introduction is to:**

* **let the reader know what the topic is**
* **inform the reader about your point of view**
* **arouse the reader’s curiosity so that he or she will want to read about your topic**

**b.         Body**

**The body of the editorial follows the introduction. It consists of a number of paragraphs in which you develop your ideas in detail:**

* **Limit each paragraph to one main idea. (Don’t try to talk about more than one idea per paragraph.)**
* **Prove your points continually by using specific examples and quotations.**
* **Use transition words to ensure a smooth flow of ideas from paragraph to paragraph.**

**c.         Conclusion**

**The conclusion is the last paragraph. Its purpose is to:**

* **summarize your main points, leaving out specific examples**

**Kind of Editorials**

**Editorial are of four (4) kinds:**

**I           Civic editorials**

**II          Policy editorials**

**III         Big News editorials**

**IV        Obituary Editorials**

**A good editorial makes three things clear**

**The subject or news peg** – the news event or current situation or occasion evoking editorial

**The reaction** – clear-cut for or against, what the editorial writer wants the reader to think about.

**The reasons** – facts or logical arguments to back the statement.  This organizational order is not only the most logical but it is the easiest for the beginner to learn.

**Classification of Editorials**

Editorials can be classified on the basis of functions as follows:

* to influence opinion;
* to call attention to a wrong/evil to enlighten readers
* to praise or to congratulate;
* to comment lightly on the news.

**Goals of editorials**

* To make people think
* To influence policy makers, to sway a pending decision by government agency.
* To localize issues for readers, to bring it home for them and give it relevance.

**Structure**

* Editorials are written in a simple, direct and persuasive language. Generally they should run about 12". Longer editorials must be approved by the editorial board.
* The editorial opens with power and closes with purpose. Begin with a premise or strongly worded opinion then wrap up with a conclusion that restates the premise. If the reader has to wonder about or search for the editorial writer’s opinion, then the piece is not a success.
* In the body, provide facts, information and statistics to support your premise. You may pull broadly from past news stories. Provide facts, supporting material. The facts (evidence) should be as complete as possible in the space allowed. Avoid repeating arguments in the body, even if using different language.
* The strongest editorials acknowledge the opposing viewpoint, then use sound reason to refute it. No issue is black and white, and the informed editorial writer will note the merit of the opposition’s views.
* Finish with a conclusion that restates the premise. When the editorial includes criticism, the writer should provide a solution or a plea for reader action.

**CHARACTERISTICS OF EDITORIAL WRITING**

* An editorial is an article that presents the newspaper's opinion on an issue.
* It reflects the majority vote of the editorial board, the governing body of the newspaper made up of editors and business managers.
* It is usually unsigned. Much in the same manner of a lawyer, editorial writers build on an argument and try to persuade readers to think the same way they do.
* Editorials are meant to influence public opinion, promote critical thinking, and sometimes cause people to take action on an issue.
* In essence, an editorial is an opinionated news story.

**Editorials have:**   
  
1. Introduction, body and conclusion like other news stories  
2. An objective explanation of the issue, especially complex issues  
3. A timely news angle  
4. Opinions from the opposing viewpoint that refute directly the same issues the writer address  
5. The opinions of the writer delivered in a professional manner. Good editorials engage issues, not personalities and refrain from name-calling or other petty tactics of persuasion.  
6. Alternative solutions to the problem or issue being criticized. Anyone can gripe about a problem, but a good editorial should take a pro-active approach to making the situation better by using constructive criticism and giving solutions.  
7. A solid and concise conclusion that powerfully summarizes the writer's opinion. Give it some punch.

**Four Types of Editorials Will :**

1. ***Explain or interpret***:

Editors often use these editorials to explain the way the newspaper covered a sensitive or controversial subject. School newspapers may explain new school rules or a particular student-body effort like a food drive.  
2. ***Criticize:***

These editorials constructively criticize actions, decisions or situations while providing solutions to the problem identified. Immediate purpose is to get readers to see the problem, not the solution.  
3. ***Persuade:***

Editorials of persuasion aim to immediately see the solution, not the problem. From the first paragraph, readers will be encouraged to take a specific, positive action. Political endorsements are good examples of editorials of persuasion.  
4. ***Praise:***

These editorials commend people and organizations for something done well. They are not as common as the other three.

**Writing an Editorial**  
1. Pick a significant topic that has a current news angle and would interest readers.  
2. Collect information and facts; include objective reporting; do research  
3. State your opinion briefly in the fashion of a thesis statement  
4. Explain the issue objectively as a reporter would and tell why this situation is important  
5. Give opposing viewpoint first with its quotations and facts  
6. Refute (reject) the other side and develop your case using facts, details, figures, quotations. Pick apart the other side's logic.  
7. Concede a point of the opposition — they must have some good points you can acknowledge that would make you look rational.  
8. Repeat key phrases to reinforce an idea into the reader's minds.  
9. Give a realistic solution(s) to the problem that goes beyond common knowledge. Encourage critical thinking and pro-active reaction.  
10. Wrap it up in a concluding punch that restates your opening remark (thesis statement).  
11. Keep it to 500 words; make every work count; never use "I"

**Column Writing:**

* Column is the creative expression covering all fields of journalism.  It also contains personal opinion of the writer, which is not welcomed in other form of news story writing.
* A column may pass the projected judgments, make recommendations and may write freely without following the accepted boundaries of news writing.
* The style as well approach of column writing is neither serious nor compulsive.  A column can be written on any aspect of human interest, it can be humorous, entertaining, sport, talking about people’s life, politics, good governance and may also deal with socio-economic issues such as finance, industry etc.
* Qualities of a column, editorial and sometime a feature are intermingled, however, column offer an opportunity for variety in content that no feature or editorial can approach.
* A Column should always carry the writer’s by-line and where necessary photographs may also be used.  Columns appear at regular intervals and usually in the same location in the publication in order to facilitate the readers.

* Columns may be subject oriented such as those in hobbies or crafts and project the writer’s personal opinion and personality, offering humor, opinion and anecdotes.

**Types of Columns:**

Columns are considered very useful piece of material, which is flexible enough to fit in at various placed.  Columns can be divided in the following major types and classifications:

**A)        Reporting-in-Depth Columns:**

In this category background info, perspective and interpretation are given to any happening as a follow-up of any hard news.  The current news events are presented by relating to the past information and projecting future perspective.

**b)           Opinionated Columns**

Seasoned/experienced columnists usually write this type of columns.  The writer put himself at the driving seat and gives his opinion/observation as a specialist on the topic under discussion.

**c)            Gossip Columns**

The reader is attracted to this type of columns because it contains a juicy bit of gossip.  Column contain little expect its titillating value which may not be the writer’s exclusive domain.

**d)        Humorous Columns**

This type of column is considered light weight.  The writer tries to find the humorous aspect in life and write an article that will amuse reader.  These columns also spotlight on an event more clearly than thousands of words of explanation.

**e)         Essay Columns**

This require a perceptiveness or possible just and cover powering interesting in people that all authors do not possess.

**f)             Personality Diary Columns**

Diary columns come from public figures and usually written by writers who claim to be close with the concerned personality.  Such columns also may emanate from those who have special place in public like politician, super stars etc.  Most writers occasionally attempt this kind of wring.

**g)          Advice Columns**

This kind of column is intended to educate the readers through gentle instructions and usually appear on editorial pages.

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