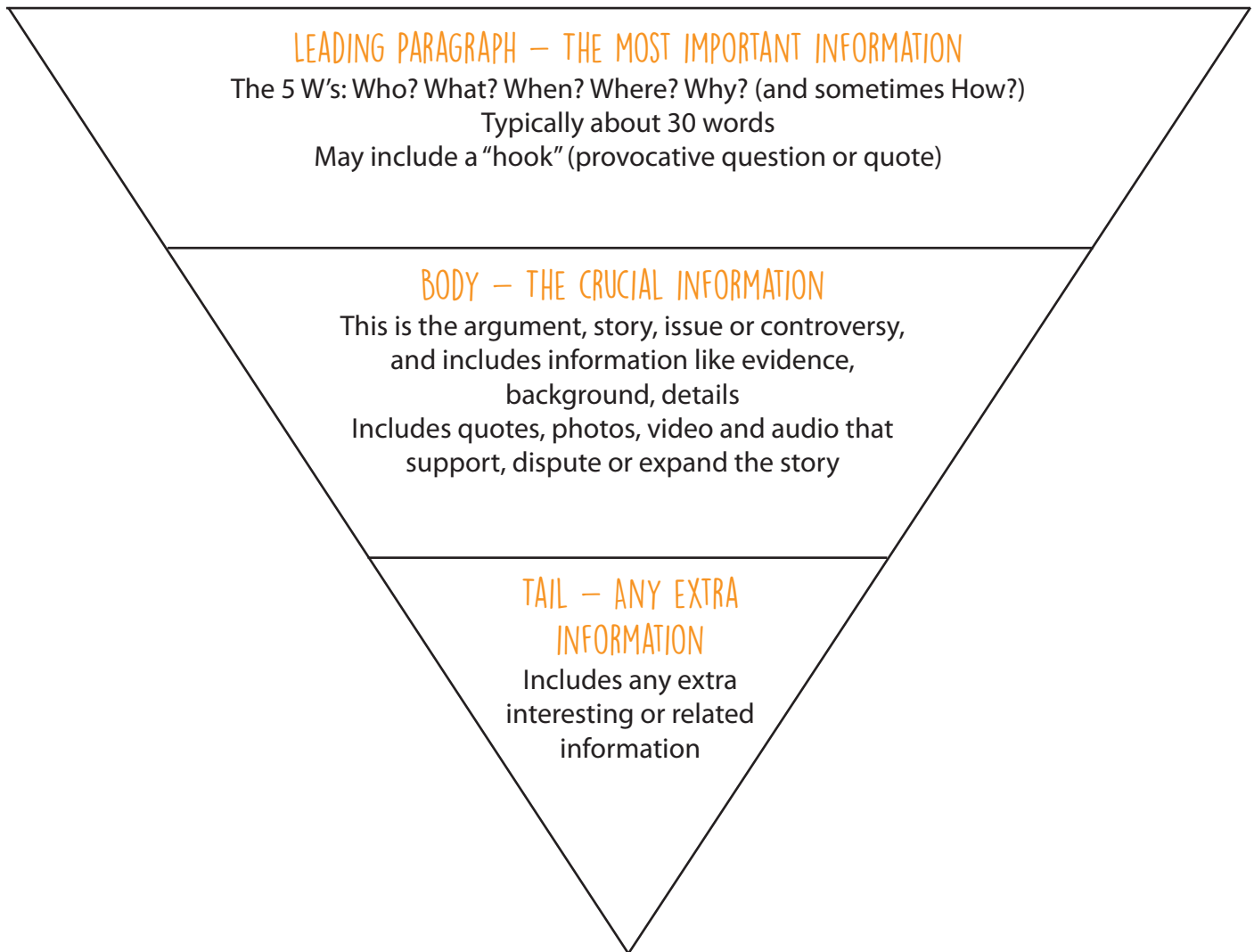


INVERTED PYRAMID MODEL OF JOURNALISTIC WRITING

Writing a newspaper article or presenting a news story can be imagined as an inverted (upside-down) pyramid. At the top is where you put the most important information. This should be followed by the next most important information, until you come to the least important information at the end of the piece.



Why is the lead paragraph important? - The 'lead' is the first paragraph and is the opening to the article. It should hook the reader. It should answer the five W's: who, what, when, where and why (and sometimes how).

Why is it important to get the headline right? - A headline is designed to grab your attention and draw you into reading the article while not revealing too much about the article. The choice of words used in a headline can have a powerful effect, and can influence the choice of words used in the article itself. And finally, the choice of words used in a headline is influenced by the space available.