

### **3/ Headline**

Any news story is structured as the following:

- Headline (sometimes sub headline)
- Lead
- Body
- Conclusion (not always)

### **1/ Headline**

The headline is the opening sentence in news story it has two functions:

1. **To inform:** sometimes the headline gives us the main idea of the news story.
2. **To attract:** and this is the most important function because any headline must catch the attention of the readers.

The characteristic of the headline are:

1. Big character.
2. Capital letters.
3. Dark color.
4. Short
5. The present tense is used in order to give vividness and life to the story.
6. No punctuation

We have two categories of headlines:

1. **Sentence headline:** where we have a complete sentence

Ex: What does the word friendship mean to you?

Benflis is candidate for presidential election.

2. **Phrase headline:** in which we don't find the verb or the later is not conjugated (infinitive) or incomplete verb.

Ex: Algeria: 2 persons killed.

If we transform this phrase headline to the sentence headline:

In Algeria: 2 persons are killed.

#### 4/ News story

- **THE LEAD**

There are two types of news stories:

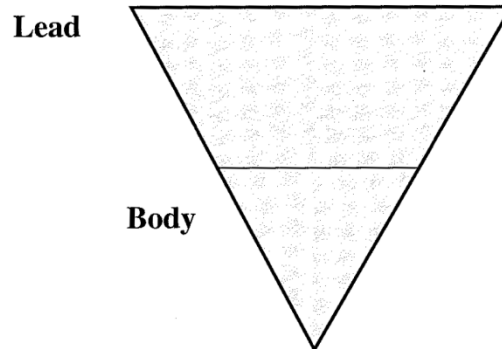
1. **Straight News Story**

Articles about important and serious events where the style is formal and direct. The lead in this type of news stories is straight (direct)

#### **The Direct Lead**

The lead is the first and the opening paragraph in an article. The direct lead is found in straight news stories where we find the most important ideas at the opening (the lead) and the details at the body.

We can also find in the direct answers to the 5w and h questions (who, what, where, when, why and how). These questions are helpful in directing the news writer to the key element of the story



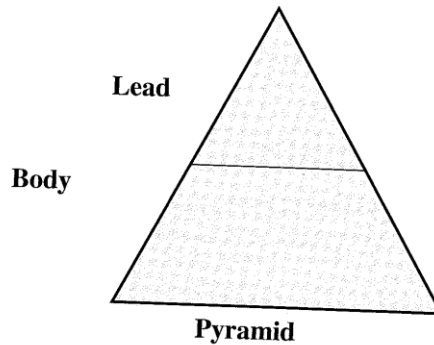
**Inverted Pyramid**

2. **Feature News Story:**

They are written to relax people, the subjects are not very important and the style is not formal (we find fun, jokes and sometimes private life of famous people). The feature news story begins with delayed lead

- **The Delayed Lead**

We find it in the feature story. The journalist holds on delays telling the Theme of his article.



In this type of news stories we don't find the most important information at the beginning (in the lead) but we find them in the body.

**Example of straight lead:**

Either type of lead can be used for a hard-news story. For example, a story about the election of a new prime minister could be written one of several different ways. A hard lead might read like this:

"Former rebel leader Joshua Smith was elected prime minister tonight, winning more than 80 percent of the vote in the country's first democratic election since 1993."

**Example of feature lead:**

A soft lead would take a different approach:

Growing up in Youngtown, Joshua Smith was a little boy with big dreams. Always small for his age, he says the bigger boys at school bullied him. When he told his grammar school teacher he'd be prime minister some day, she laughed.

No one is laughing now. Smith won yesterday's election with more than 80 percent of the vote, becoming the country's first democratically elected leader since 1993.

### **Hard news...**

tells about a current event that affects the audience.

#### **Some examples are:**

1. Gas prices up again
2. Rash of murders in a two-mile radius
3. School bus driver gets a D.U.I.

### **Feature news (soft news)...**

appeals to the emotional side and doesn't directly affect the audience.

#### **Some examples are:**

1. A day in the life of an Iraqi soldier
2. A child that saves four puppies from drowning
3. A town's history
4. A person getting an award

#### **These articles:**

- Do not need to be timely or concise
- Can be written less formally than a hard news story
- Might include an interesting, odd or heartwarming story
- Are presented in a variety of journalistic styles
- **THE DELAYED LEAD**

Delayed leads start with a little something to catch the reader's attention, and therefore they delay the them and the real stuff of leads—the 5Ws, the message and the angle.

**1. Narrative Lead:** Uses the techniques of fiction to set the scene, create atmosphere, and otherwise engage the reader.

2. **Descriptive Lead:** How an event happened rather than telling the story.
3. **Contrast Lead:** Before and After, yesterday and today,.. these and other contrasts can be colorful.
4. **Staccato Lead:** It originated as a technique of advertising writing and is now occasionally useful in news writing.
5. **Personal Lead:** It involves the use of the first person singular pronoun.
6. **Direct Address Lead:** With this lead the word “you” is usually the first word in the story—it tries to grab the reader and to arrest attention.
7. **Quote Lead:** This is a very useful way to begin a press release that uses the full personality of your lead characters.
8. **Question Lead:** Reade’s curiosity can be aroused with the right question, through this lead can change the tone of your story.